



Assertive **ASK**TM

The World's #1 Fundraising System

Your Invitation to become a Licensed Trainer of the
Assertive AskTM Fundraising System

Share the system that has helped people raise over
\$200 million

TABLE OF CONTENTS

- 3** Executive Overview
- 4** What is Assertive Ask™?
- 5** About FundJoy LLC
- 6** About Kristal Frazier
- 7** Our Company Vision
- 8** What is our Fundraising Framework?
- 9** The Fundraising Training Gap
Building Trust Through Virtual Fundraising
- 10** The Assertive Ask™ Fundraising System
- 15** What is an Assertive Ask™ Trainer?
- 16** Who are our Licensed Trainers?
Who do our Licensed Trainers help?
- 17** Licensed Trainer Selection Criteria
- 18** Essential Qualities for Licensed Trainers
- 19** The Three Workshops You Will Deliver
- 22** Benefits To Our Licensed Trainers
- 24** Earning Potential
- 25** Your Income Planner
- 26** Licensing Fee
- 27** What's Included in the Annual License Fee?
Assertive Ask™ Trainer Development Process
- 28** Assertive Ask™ 2-Day Trainer Onboarding Process
- 29** Access to the Assertive Ask™ Global Community of Fundraisers
- 31** Frequently Asked Questions





Executive Overview

Millions of people worldwide – nonprofit executives, start-up founders, college and university administration staff, and fundraisers – struggle to achieve their targets and meet their fundraising goals.

The frustration of fundraising can lead to fundraiser fatigue and burnout. When left unchecked, fundraiser fatigue can have costly consequences not only for the fundraiser, but for the organization as a whole.

Assertive Ask™ Fundraising System offers practical, immediately usable strategies that have been delivered to thousands of people around the world for over 10 years.

Now for the first time, fundraisers, trainers, coaches, consultants, financial advisors, university staff, and business leaders can access this same proven system to deliver the *Assertive Ask™* Fundraising System through workshops, both virtually and in person.

If you believe you're a qualified candidate after reading this licensing overview, then we encourage you to apply to join our international community of Licensed Trainers.

This licensing overview explains:

- The growing demand for a professional fundraising system
- The licensing opportunity
- What makes a successful Licensed Trainer
- How to become a Licensed Trainer
- What's included in the license fee
- Benefits of being a Licensed Trainer
- Investment and timeline for becoming a Licensed Trainer
- Answers to frequently asked questions

What is Assertive Ask™?

Assertive Ask™ is a multi-million dollar fundraising system that has generated millions for organizations. The way we deliver our expertise is through three 90-minute workshops:

- **Assertive Ask™ Signature Workshop**
- **Diversity and Inclusion in Donor Engagement**
- **Zero Embarrassment Speaking**

When you are asking for support with your business, you must be authentic in your approach. We will show your staff how to avoid delivering long monologues that can come across as rehearsed. We will help them to be assertive without appearing aggressive, and to be unapologetic yet confident in their words. This is how you will escape a boring conversation. Change the idea that assertiveness equates to aggression; be unapologetic and stand behind your words.

This Fundraising System will help staff to fund, sustain and grow their programs, meet benchmarks, and plan future fundraising initiatives.

Who has used the Assertive Ask?

Testimonials



"I have hosted Kristal on my webinar series several times over the years, and she is consistently one of our most popular guests. Her advice and guidance is always relevant, insightful and accessible to nonprofit audiences. I would not hesitate for a moment to book her for your next conference, webinar, or workshop/training!"

Steven Shattuck, <https://bloomerang.co>



"I had the pleasure of working with Kristal on a funder/donor communication webinar for my organization. She was extremely organized, thorough, professional, and knowledgeable. Her practical advice and guidance to our audience of theological school leaders were met with very positive feedback. She was truly a pleasure to work with and I look forward to engaging her for a future webinar."

Annie Glanden, <https://intrust.org>

About FundJoy LLC

FundJoy LLC was founded by Kristal Frazier, widely recognized as the international expert and thought leader on fundraising and confidence coaching, specializing in working with fundraisers, speakers, nonprofit leaders, startups and business owners.

Our mission is simple: To build a global community of fearless fundraisers.

And that's where you come in. Our global network of Licensed Trainers will drive real and lasting change so that people everywhere have the confidence to fundraise without fear, and to not only meet but exceed their fundraising goals.

Our team of Licensed Trainers will help meet the growing demand of universities/schools, nonprofits, startups, and associations for the proven and practical solutions that Assertive Ask™ offers.

In other words, we have created a fresh perspective in the world of fundraising.

Making this kind of global impact is obviously going to take a lot of work, and we have big plans for the future.

Those plans begin with **you**.

FundJoy LLC is assembling a diverse team of women and men eager to join an engaged, international community of fundraisers who share our vision of a world that is free of the fear of fundraising.

Toward this end, qualified professionals will be trained and certified to deliver the Assertive Ask™ Fundraising System. You'll be able to offer Assertive Ask™ workshops to your clients as a one-hour keynote/presentation and/or up to a 1.5-hour interactive workshop.

To be clear, this is not the standard one-off "train-the-trainer" program. Our Licensed Trainers are backed by an organization dedicated to providing the ongoing consulting, networking, support, and business development coaching you need to ensure your success.

This ongoing support includes everything: showing you ways to easily integrate Assertive Ask™ into your existing business model, how to map out an entirely new model, how to secure your first clients, how to continually expand your reach in the marketplace, build your expertise, and position you as a leading fundraising specialist in your area.

About Kristal Frazier



Kristal's *Assertive Ask™* approach to fundraising has already helped people to raise well over \$200 million dollars. Frustrated with the lack of a fundraising system that addressed the "conversation" aspects of fundraising, Kristal developed her own methodology for fundraising fearlessly, presenting initiatives effortlessly, and raising millions. In the last 10 years, Kristal's fresh approach to fundraising has been so successful that she is now recognized as one of the world's most successful fundraisers and a much sought-after keynote speaker.

"I couldn't help but wonder why so many of my fellow fundraisers had problems getting in front of the donors and the prospects they needed to meet their goals. Why did they struggle to raise money, let alone meet their campaign goals for their organization?

Surprisingly, this was more the norm than the exception, and I also found myself bored with the blunt and largely ineffective approach to fundraising that says you have to make cold calls and send mass emails. So I decided to create a fundraising system that helps people who have great causes become million-dollar fundraisers.

It became my mission to help organizations fund, sustain, and grow through my method of fundraising. But I did realize one thing: the demand for fundraising training, and learning to speak without fear, is too much for one person to handle. I began to develop a fundraising system that focused on helping to deliver the answer to the requests I receive the most. It was clear that many individuals and organizations around the world do not have a proven fundraising system and do not have access to professional training.

A fundraising solution was urgently needed that:

- Addresses the anxiety and fear around making "The Ask"
- Incorporated effective strategies for fundraising in a virtual environment
- Included mock scenarios, case studies, role plays, fundraising scripts, and a follow-up plan
- Could be delivered by licensed trainers wherever they were based

I have spent over 10 years perfecting this system, and now I'm making it available to you – turnkey and ready to start generating revenue for you in 30 days or less. If you're ready to take advantage of this opportunity now to help fundraisers implement the *Assertive Ask™* System, then I want to hear from you."

Our Company Vision

Almost every time, the comment I receive the most from a fundraiser is, "I wish I had a community of fundraisers to connect with, build and grow our businesses." We at FundJoy LLC are on a mission to make sure we build a global community of fearless fundraisers.

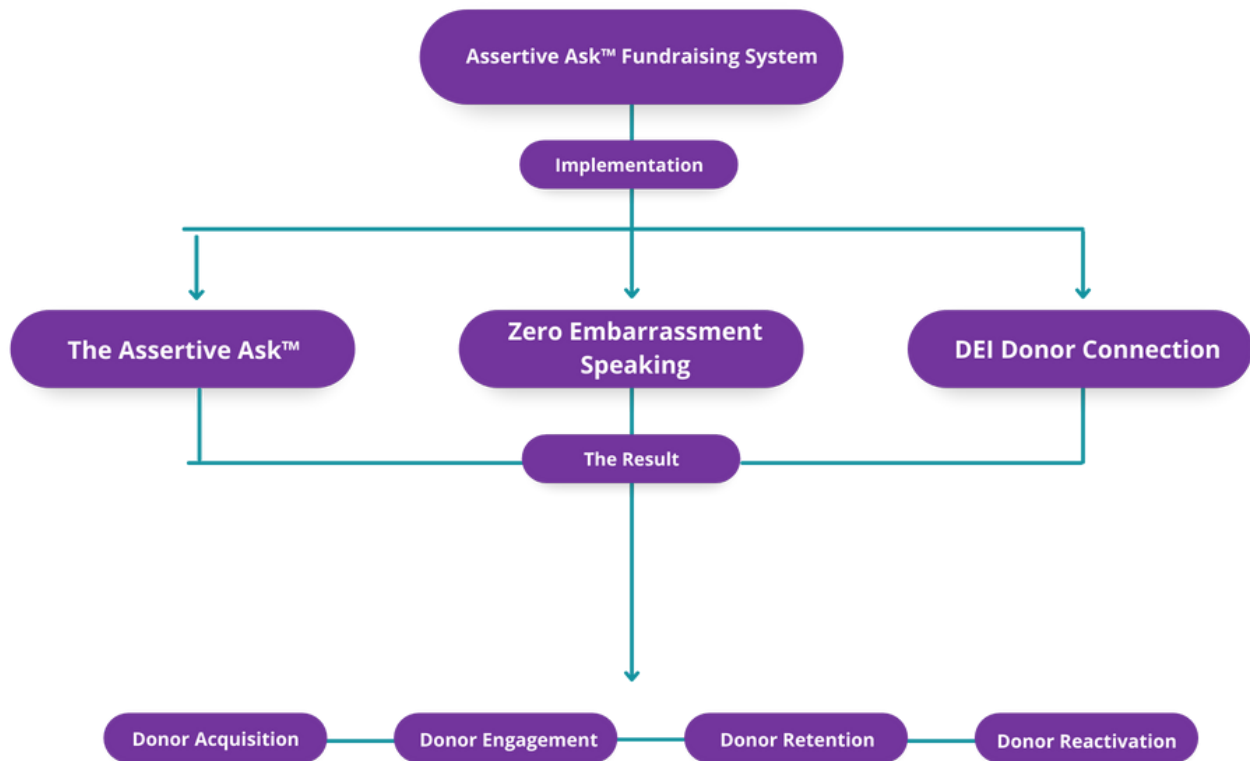
We want you to be successful at growing your business, your clients funding their programs, growing your organization, and sustaining a great impact on your community, region, or country. The ability to raise funds for much-needed programs is life-changing not only for the recipient, but for the fundraiser, organization, and community.

We have interest from individuals and organizations all over the world. FundJoy LLC's vision is to have a global impact. You can help make that happen by being a part of our licensed trainer community.

Can you envision this system benefiting you and your clients and making a difference in your community? We want you to be successful in your efforts and FundJoy LLC will be there every step of the way.



What is our Fundraising Framework?



“Fundraising is engaging prospects and donors to invest in your cause. Fundraising spans many sectors: nonprofits, sales teams, financial advisory firms, membership associations, colleges and universities, government, and startup businesses. **What you as an Assertive Ask™ Trainer** are doing is helping an organization fulfill its mission, sustain its programs, and grow its client base. This allows that organization to help more people and continue to offer a solution that donors want to invest in and donate to. The way that we help you to do this is by enabling you to provide the latest training for staff on the modern way to fundraise. You are fulfilling the fundraising gap that currently exists.

Fundraising has changed over the last few years, and this calls for organizations to pivot and change their efforts to meet their campaign goals. This complete Fundraising System will teach them what to say when they make “The Ask,” the methods used to deal with the sensitive situations that prospects and donors may have experienced recently, and how to implement diversity, equity, and inclusion in donor engagement. You will also be able to show them how to fundraise in a virtual environment with the same enthusiasm and effort that it takes to fundraise in person.

The measurement of success for an Assertive Ask™ Licensed Trainer is that attendees do three things with what they have learned:

- Attendees start the conversation by making “The Ask”
- Attendees implement what they have learned into their fundraising efforts
- Attendees meet and exceed their campaign goals

The Fundraising Training Gap

Because of the fundraising shift that's happened in the last few years, it is no longer enough to offer 1-hour webinars, often with no follow-up, no recognition of diversity, no real engagement in material, and a failure to take ownership to fully implement the training.

This system is vital because it actively addresses the engagement, retention, and presentation part of fundraising - not just fundraising fundamentals.

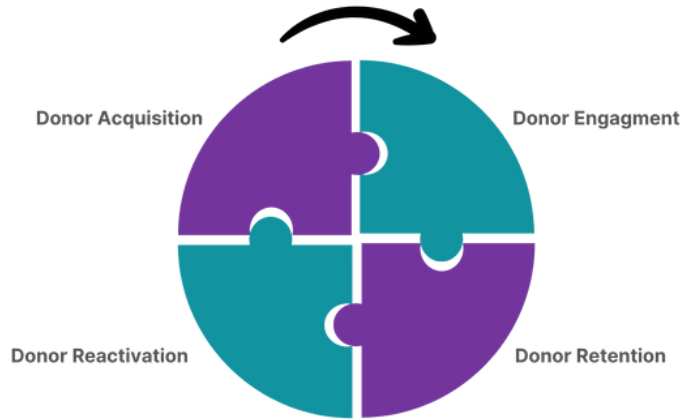
Building Trust Through Virtual Fundraising

Virtual fundraising is still a new concept to many organizations. In the last few years, organizations had to pivot and change the way they engage with donors and meet their campaign goals. The opportunity to meet in person may not be an option for many potential donors. Fundraising goals can still be met virtually. The main benefits of virtual fundraising are threefold:

1. Virtual fundraising requires less effort using the Assertive Ask™ Fundraising System. Making appointments to meet local donors for lunch, office meetings, or at an event is eliminated with virtual fundraising. In the Assertive Ask™ training, you are equipped to show people how to prepare for a virtual "Ask," and present their organization to make it appealing to the donor or funder.
2. Virtual fundraising opens geographical boundaries that were once an issue. The one area of fundraising that has changed in the past few years is a shift beyond concentrating on your local network of donors.
3. Virtual fundraising is an opportunity to reach more donors in less time.

The Assertive Ask™ Fundraising Framework

The Assertive Ask™ Fundraising System has helped fundraisers raise over \$200 million dollars. Our System goes beyond fundraising fundamentals, and includes four processes with four key outcomes:



Process	Action	Goal	Outcome
Donor Acquisition	Use the Assertive Ask™ method of performing prospect research to gain new donors or investors	Increase in donor interests and prospect or pitch meetings	We help you to increase donor acquisition to meet your fundraising goals. You have more donors!
Donor Engagement	Use the Assertive Ask™ method to maintain new and current donors and investors	Increase in awareness of organization's initiatives and an increase in donations/investments	We help you to increase donor engagement. You have more funding!
Donor Retention	Use the Assertive Ask™ method for retaining current donors	A decrease in the number of lapsed donors/investors	We help you to keep donors so that they do not lapse. You have long-term sustainability!
Donor Reactivation	Use the Assertive Ask™ method of regaining lapsed donors	Keeping donors with a proven record of giving who already have an interest in your programs	We help you to reconnect with donors who supported you in the past. You will increase your funding!

We want all fundraisers to have the opportunity to receive fundraising training that teaches them how to speak about their cause with authority and influence. When fundraisers have a community they can connect and share ideas with, their organization's fund, sustain and grow.

1. Donor Acquisition

The Problem

Acquiring donors in the past involved purchasing expensive prospect research software or relying on a strong peer network. But if an organization doesn't have the budget for software, this becomes a roadblock. If a fundraiser doesn't have a well-developed peer network or is new to fundraising, this becomes another roadblock. The Assertive Ask™ Fundraising System addresses not only the software challenges, but also includes essential methods for virtual fundraising.

The Process

The Assertive Ask™ Fundraising System is the new way to acquire donors. Using methods that speak to the times we are currently experiencing, our system helps your staff solve these priority challenges:

- How to prospect research for low or no cost
- How to respect donor privacy while still developing a relationship
- How to utilize our scheduling method to streamline fundraising efforts
- How to create a sustainable relationship with prospects and donors

The Key Performance Indicator

Performance is not only measured by the dollar amount, but also by the increase in the number of donors acquired over a period of time. Our system helps the fundraiser track key indicators such as sources, online donor habits, donor's unique interests, etc.

2. Donor Engagement

The Problem

Once an organization acquires a donor, the need to maintain interest can become an uphill battle. So much time can be spent on getting a donor that a fundraiser may find they're time-limited to maintain a strong connection with donors. So the problem becomes, how do you engage donors outside of your traditional newsletter and/or phone call?

The Process

The Assertive Ask™ Fundraising System takes each fundraiser through five actions they can use to prevent donor fatigue. Donor fatigue occurs when a prospect or donor is bombarded with communication, with no clear message. The redundancy is not received well by the donor, therefore, because of donor fatigue, organizations may see a decrease in donors.

Our Assertive Ask™ Donor Connection Matrix uses five proven actions that measure the engagement of donors. These five actions are performed 20% of the time, which ensures 100% donor engagement and prevents donor fatigue.

The Key Performance Indicators

The four measurements below lead to donations. The measurements involve several key indicators including:

- Donor response
- Donor inquiries
- Donor referrals
- Donor involvement

These actions make the difference when an organization is trying to maintain and increase its donor database.

3. Donor Retention

The Problem

Once an organization has secured donors and engaged them, the challenge now is to retain the donors you have. This part of the process can take up staff time needed to acquire donors. The problem is that donor retention is the most neglected part of the process because the focus is on acquisition.

The Process

Assertive Ask™ Fundraising System shows staff how to take their database and segment using traits found by each donor. Our system goes beyond donor giving frequency or last donation received. We include indicators such as donor online presence and donor behaviors.

The Key Performance Indicators

The measure of success for donor retention is having donors:

- Continue giving on a regular basis
- Increase in giving
- Inquire and respond to communication and donor engagement
- Participate in your events, campaigns and social networks

4. Donor Reactivation

The Problem

Donors can lapse for a number of reasons: interests changed, personal values shifted, family/life circumstances, or interest in supporting another organization. These are valid reasons for donors lapsing, and with time, under these circumstances, donors may resume giving in the future. The problem is when donors lapse for other reasons:

- No communication from the organization
- Organization program changes; not notifying the donor
- Organization inactive (activities, events) for a long period of time

The Process

The Assertive Ask™ Fundraising System uses a 5-step approach to donor reactivation. Our system takes the frontline fundraising staff from defining what a lapsed donor means for their organization, to the last step in using methods to gain the donor's interest again.

The Key Performance Indicators

The measure of success for donor reactivation is having donors:

- Rejoin your giving program
- Reintroduced to the organization's initiatives
- Engage via the Assertive Ask™ 20x5 method

What is an Assertive Ask™ Trainer?

A licensed fundraising professional who is certified to deliver all aspects of the Assertive Ask™ Fundraising System.

There are four main opportunities for Assertive Ask™ Trainers:

- Fundraising specialists, business consultants, coaches, and trainers deliver the system to clients and staff to help them reach their fundraising goals. Licensed Trainers are able to add additional revenue streams to their business model.
- Organizations that support and assist fundraisers, nonprofits, and start-ups to generate the required funding. Organizations deliver the system to clients and staff to help deliver on fundraising objectives, e.g., financial advisory firms, and donor database providers.
- Marketing and advertising firms, training organizations, website development, social media companies, and SEO firms who can bring their expertise to support organizations involved in fundraising.
- Program planners in universities, professional associations, and membership organizations. Program planners deliver the system to students, members, and staff.

Who are our Licensed Trainers?

The Assertive Ask™ Fundraising System is delivered by our global network of independent Licensed Trainers who come from a variety of industries. Our System supports private, charitable, nonprofit, financial, government, higher education, and startup organizations.

Who do our Licensed Trainers help?

As one of our Licensed Trainers, you will support the following industries:

1. **Nonprofit Executives and Development Staff (e.g., Advocates, Volunteers, Ambassadors, etc.)**

The key performance measure is fulfilling the board mandates.

The main way we support executives is to help them reach their campaign goals handed down by their board of trustees. The main priority areas we are asked to address for executives are:

- Meeting financial and development goals
- Implementing new fundraising strategies

The main way we help development staff is to teach them how to fundraise to meet their evaluation benchmarks. The priority needs of the development staff are:

- Meeting the goals set forth by the administration
- Enlarging the donor base

2. **New/Inexperienced Fundraising Development Staff**

The key performance measure is ensuring new/inexperienced staff be able to achieve campaign goals. The priority needs are:

- Fundraising skills development
- Confidence building skills
- Presentation skills

3. **Professional and Membership Associations - Members, Staff, and Clients**

The key performance measure is assisting association staff to support their members by fulfilling training requests. The priority needs of associations are offering diversified training opportunities to their members.

4. **Business Professional Organizations who specialize in Marketing/Advertising Professionals, SEO Organizations, Website and Social Media Firms, Financial Software Companies, Online Giving Portal, and Donation Platforms**

The key performance measure is organizations will acquire new leads, expand their network, add new clients, have increased exposure and add in-demand training to their services. The priority needs of marketing and advertising firms are gaining credible access to a new sector.

Licensed Trainer Selection Criteria

- Leader in their Sector - We are looking for leaders who are committed to delivering the best fundraising practices and are looking to expand their network.
- Marketing Knowledge - We are looking for trainers who have business acumen and understand the fundraising pain points of your clients and audience, and are keen to directly address these.
- Ambitious Learners - We are building the world's leading network of fundraising professionals and need people who will be key drivers in joining us.
- Ability to Connect Passion & Purpose - We are looking for Licensed Trainers who can connect between what they are passionate about and the impact their clients can have using this fundraising System.



Essential Qualities for Licensed Trainers

These pillars are the core areas of the Assertive Ask™ System. FundJoy LLC and you, the Licensed Trainer, agree that following these pillars will maximize our chance for success.

Excellence

FundJoy LLC will portray excellence in supporting our partners with integrity and professionalism.

Licensed Trainers will portray excellence by providing exceptional value to your clients and community.

Ethics

FundJoy LLC will provide training on fundraising ethics and support trainers in ethical decision-making.

Licensed Trainers will practice their profession with respect, integrity, and honesty, and encourage clients to embrace fundraising ethical principles and standards.

Example

FundJoy LLC will lead by example by providing trainers with the training and support they need to deliver fundraising training that has an impact on their clients.

Licensed Trainers will be the standard of professionalism for clients of how an Assertive Ask™ trainer uses their knowledge to present their cause, make “The Ask,” and raise funding for their programs.

Empower

FundJoy LLC will equip Licensed Trainers with the knowledge and support needed to ensure success.

Licensed Trainers will continuously improve their professional knowledge and fundraising acumen so that their skills will empower clients and the community.

Energy

FundJoy LLC will coach each Licensed Trainer on the signature delivery of the Assertive Ask™ Fundraising System.

Licensed Trainers will deliver the Assertive Ask™ System with expression and enthusiasm to each client.

The Three Workshops You Will Deliver:

Assertive Ask™ Signature Workshop

Content

- Components of making “The Ask”
- Fundamentals of “The Ask”
- Three Strategies to Get a Seat at the Table
- Using Your Organization's Story
- Assertive Ask™ Fundraising Scripts Process
- #1 Strategy for a Successful Ask

Objective

A method of researching your potential donor to prepare for the big meeting, and the follow-up involved depending on the answer you receive.

Audience

Fundraisers, Salespeople, Financial Coaches, University Staff, Association Organizers

Connection to Key Outcomes

Donor Acquisition - The Assertive Ask™ prepares staff to make “The Ask.”

Donor Engagement - The Assertive Ask™ shows staff how to engage donors to prevent donor fatigue.

Donor Retention - The Assertive Ask™ teaches staff how to use their story to meet their fundraising goals.

Donor Reactivation - The Assertive Ask™ Fundraising Scripts walks them through the process of what to do when you have lapsed donors.

Diversity, Equity, and Inclusion Donor Connection Speaking Workshop

Content

- DEI Donor Connection Defined
- Diversifying your Fundraising Portfolio
- Diverse Donor Relations Strategies
- DEI Fundraising Best Practices

Objective

Assertive Ask™ DEI Donor Connection walks staff and administration through incorporating fair and best fundraising practices when connecting with diverse audiences.

Audience

Executive Staff, Program Staff, College Administrators, Major Gift Officers, Organization Members with a desire to shift the presence of organization culture.

Connection to Key Outcomes

Donor Acquisition - Assertive Ask™ DEI Donor Connection helps organizations introduce and incorporate donors from diverse backgrounds.

Donor Engagement - Assertive Ask™ DEI Donor Connection shows how to engage different audiences while fundraising with authenticity.

Donor Retention - Assertive Ask™ DEI Donor Connection shows you how to relate with donors from different sectors, generations, and industries.

Donor Reactivation - Our DEI Donor Best Practices section covers the importance and steps to re-engaging diverse donors.

Zero Embarrassment Speaking Workshop

Content

- Assertive Ask™ Tact, Tone, and Timing
- Assertive Ask™ Fundraising Scripts
- Strategies for Introverts, Extroverts, and Ambiverts
- Virtual Fundraising Techniques

Objective

Assertive Ask™ Zero Embarrassment Speaking Workshop teaches the way to fundraise with respect for donors' situations, privacies, and schedules. This workshop guides staff to use personalized scripts to guide them through fundraising in front of an audience of one or many.

Audience

Fundraisers, Speakers, Trainers

Connection to Key Outcomes

Donor Acquisition - Zero Embarrassment Speaking teaches you how to introduce and guide "The Ask" to acquire the donor.

Donor Engagement - The conversation to engage is different from acquiring the donor. We review the differences between the two.

Donor Retention - Zero Embarrassment Speaking shows how staff can use their personality traits to their advantage. Whether an Introvert, Extrovert, or Ambivert, each personality can use their strengths to meet and exceed their fundraising goals.

Donor Reactivation - Virtual Fundraising Scripts are covered as an accessible way to re-engage lapsed donors.

Benefits To Our Licensed Trainers

Not only will you receive the kind of education and proven solutions you literally cannot receive anywhere else, but through your continued affiliation as a Certified Licensed Trainer, you will:

- Enjoy a fully developed, proven system built over a decade that saves you the time, effort and money it would require to create on your own.
- Gain immediate access to vetted content that's been tested and delivered to hundreds of nonprofits, universities, startups, and associations across multiple sectors.
- Be an authority on the Assertive Ask™ Fundraising System, creating new opportunities to present to both existing and new clients.
- Gain an additional level of credibility through your partnership with an internationally-recognized \$200 million dollar fundraiser who's been featured in multiple media outlets, including the University of Houston, United Way of Greater Houston, Texas Conference for Women, eCivis, Bloomerang, Grant Professionals Association and dozens more.
- Establish unique, specialized expertise on a topic that continues to gain curiosity year after year.
- Offer the only fundraising system that addresses diversity, equity, and inclusion's connection to donor engagement.
- Open new doors that expand and complement your current and new client relationships, in ways most other topics don't.

Benefits To Our Licensed Trainers

- Receive individualized coaching to develop a market area of focus that builds on your reputation, experience, and expertise.
- Set yourself apart from the multitude of presenters and trainers limited to basic fundraising fundamentals that are narrow, highly saturated topics (e.g., grant writing).
- Have the ability to build upon a proven model with repeat customers including universities, associations, corporations, government, nonprofits, startups, and professionals.
- Generate interest and continuously and consistently expand your reach with a proven marketing strategy.
- Book engagements with a potent, step-by-step sales strategy that positions you as the best and only solution.
- Increase customer lifetime value and expand your footprint through our upsell strategy.
- Build a long-term, sustainable business that grows year after year.
- Continuously reinforce your expertise with a global network of trainers
- offering peer-to-peer support in a collaborative culture.
- Access to a worldwide audience that seeks and needs this information to reach their fundraising goals to continue to support their programs.

As a Licensed Trainer, you can use your Assertive Ask™ Fundraising System license in a variety of ways— from conference keynotes and breakout sessions to virtual presentations and interactive webinars — or all of the above.

Earning Potential

You've learned about the different audiences and the areas of demand for people qualified to speak on the Assertive Ask™.

Now that you see how vast the pool of clients truly is, you've probably begun to think about what this means for you:

1. Opportunities to offer this program to your current and past clients
2. New audiences you can tap into
3. Current presentation topics and/or services you can offer these new audiences

The next obvious question is: "How much can I make?"

Even if we were legally allowed to speculate on your projected earnings (which we're not), we wouldn't pretend to know how much you personally will earn.

But you can.

Start by taking into account the sector(s) you'll target, whether you plan to speak full or part-time, and the fees you'll charge.

The typical fee range for the following sectors is as follows:

1. Nonprofit Software/Support Businesses: \$3,500–\$7,500 for the workshop series; Nonprofits usually request the Assertive Ask™ Signature Workshop
2. Colleges and Universities: \$1,500–\$5,000 for one workshop
3. Professional or Industry Associations: \$1,000–\$5,000 for one workshop
4. Public/Virtual Workshops: \$225–\$500/person for one workshop

In addition, can you see yourself running fundraising think-tanks and coaching sessions?

Do you have existing inroads into nonprofits, universities, local/state/provincial/federal government?

Do you also offer executive, career, or other forms of individual coaching?

Your Income Planner

Our approach to the licensing fee is to ensure that you can get a strong return on investment – as quickly as possible! We will work with you to help you recoup your License fee in your first month.

Once you've answered these questions for yourself, use the table below to calculate how you could expand your platform, build your income, and increase your bottom line with Assertive Ask™ presentations and workshops.

The following are for demonstration purposes only so you can see examples of how different fees, monthly targets, and approaches can impact earnings.

Use the space to enter your own fees, targets, and projected income.

Audience	Type of Presentation (Keynote, Workshop, Public/Virtual)	Your Fee	Target # Sessions Per Month	Monthly Income	Annual Income
Total:		\$ _____	# _____	\$ _____	\$ _____

When you apply to become a Licensed Trainer, we will review this table with you as part of a Business Development and Revenue Strategy Session that includes exploring all the ways you can add to your earnings.

Licensing Fee

Launching your successful career as an Assertive Ask™ Trainer comes down to this simple equation:

- The right training
- The right tools
- The right support

And that's exactly what the Assertive Ask™ certification program provides.

As an ongoing member of the Assertive Ask™ global network of Licensed Trainers, you will have everything you need to confidently deliver a compelling presentation or workshop to every single client.

That's why the fee is all-inclusive: it includes your initial certification, marketing and training development, and 24/7 access to our online portal packed with all of the tools and resources you need.

Your fee also includes regular, ongoing training and support from the Assertive Ask™ team, as well as the opportunity to collaborate with other Licensed Trainers for a full year from the date you receive your license.

Each license is granted on an individual basis to an approved trainer who will be delivering Assertive Ask™ presentations and workshops.

Unlike some programs where you pay for the number of clients or participants you present to throughout the year, or pay a portion of your earnings to the licensor, or are charged for participant materials and handouts, Assertive Ask™ charges a flat annual fee and you keep all the revenue you earn.

Individual Annual License Fee \$10,000 USD per certified trainer.



What's Included in the Annual License Fee?

1. Use of the Assertive Ask™ Fundraising System training workshop materials to use with all your participants.
2. 12-month trainer development program including the use of PowerPoint and participant materials.
3. Access to the trainer support portal - with materials including trainer guide and trainer videos.
4. Ongoing trainer development process to support all aspects of implementation and delivery.
5. Membership of the Assertive Ask™ Fundraising System with monthly meetings and online support from fellow trainers worldwide.
8. Accountability Systems to enable trainers to capture feedback, outcomes, and impact of training delivered.
9. Opportunity to showcase your organization.
10. Ongoing Trainer Certification - updated and renewed annually.

Assertive Ask™ Trainer Development Process

Our in-depth trainer development process allows consultants/trainers/managers to become experts at delivering Assertive Ask™.

The 12-month ongoing trainer development process consists of:

1. Onboarding process for the Trainer/Training Team to experience and learn the Assertive Ask™ Fundraising System.
2. All training materials including PowerPoint presentations, handouts, and electronic survey forms.
3. Trainer implementation guide (feedback, assessment tool, guidelines)
4. The certification process of trainers over a 12-month trainer development program.
5. Ongoing development program for trainers including monthly sessions to provide feedback, identify trends and challenges, measure effectiveness and review results and impact.
6. Participation in the Assertive Ask™ Global Community.

Assertive Ask™ 2-Day Trainer Onboarding Process

Trainers must allocate a minimum of 20 hours for their development spread over 12 months. Prior to attending Assertive Ask™ Trainer onboarding process, three Assertive Ask™ workshops are lined up and scheduled for delivery. After the onboarding process for FundJoy to support them in the preparation of their first three deliveries. Certification will be determined during this time.

Class 1: Fundraising Framework

Participants are introduced to the Assertive Ask™ Fundraising System. We share the Fundraising Framework and four key concepts.

Class 2: Assertive Ask™ Signature Workshop

Participants see FundJoy deliver the 1-hour Assertive Ask™ live to experience it first-hand. They receive unlimited access to the recording to familiarize themselves with the content and approach.

Classes 3: Presentation Practice

Participants practice delivering the workshop in groups under FundJoy supervision. They mentor each other and give constructive feedback to hone their training style.

Class 4: Planning Session

Participants plan how to deliver Assertive Ask™ in line with their needs (for example: delivering it in person vs. online; reducing the length of the session for busy teams, etc.) They also plan how to gather feedback and measure success.

Class 5: Certification

Participants leave the onboarding process as a certified Assertive Ask™ Licensed Trainer. They have a clear plan for how to deliver Assertive Ask™ and feel confident and comfortable with their next steps.

Trainer Resources & Materials

Our online portal contains a range of useful content to help you deliver Assertive Ask™ successfully and consistently in your organization.

The portal materials include:

- Training Guide and Quick Reference Sheet
- PowerPoint presentations
- Presentation handouts
- Engagement strategies for virtual or in-person training sessions
- Advice for how to conduct interactive exercises
- How to handle questions
- Electronic survey forms

Access to the Assertive Ask™ Global Community of Fundraisers

We offer monthly 60-minute Zoom calls with our global network of Licensed Trainers to problem solve, share best practices, and answer questions. These informal and friendly calls are a fantastic opportunity to crowdsource further ideas for how to build your business and creatively deliver your program across your organization.

Frequently Asked Questions

Q: Is the facilitator certification training conducted online or in-person?

A: All training is delivered live via Zoom. This includes the trainer onboarding process, as well as your ongoing monthly training and support team sessions. Although you'll have access to the recordings for future reinforcement, we do require live attendance in order to become certified.

Q: What types of licenses do you offer?

A: There are three types of Assertive Ask™ license agreements:

1. Individuals. Granted to a single individual, for use by that individual.
2. Organizations. Granted to a company in which several individuals (employees, owners, partners, etc.) deliver Assertive Ask™ outside of their organization to clients, as well as public seminars.
3. Universities/Colleges. Granted to a university or college that wants to train its internal employees and/or students

Q: Once I'm certified, can I then train other facilitators?

A: No. This license is limited to becoming a certified trainer, not a trainer of other trainers. All selection of trainers and training is carried out by Kristal and her team on an ongoing basis to ensure the highest of standards and to support all Licensees on an ongoing basis.

Q: Will you book clients for me?

A: FundJoy LLC does not book clients for our trainers. However, you will get our proven business development strategies to book speaking clients, both during initial certification and ongoing monthly training.

Q: What can I expect in terms of repeat business?

A: As part of your business development training, you'll learn how to position and facilitate a post-engagement debrief to expand the opportunities for repeat and referral business.

Q: Will I have to pay royalties or other fees in addition to the annual license fee?

A: No. The license fee is all-inclusive of your initial training, the Assertive Ask™ Trainer Portal, and a full year of ongoing support.

Q: What's the duration of my license?

A: All licenses are renewed annually, effective from the start of your training. For example, April 5, 2023, through April 4, 2024.

Q: What can I expect from the monthly team calls? Are they required, and how do they benefit me?

A: Monthly trainer calls are where you will have direct access to the Assertive Ask™ Fundraising System team. More importantly, these calls are your chance to tap into the wider network of Licensed Trainers to discuss content, including sector-specific examples, marketing, referrals, business development strategies, and other opportunities to increase revenue.



“

*A trainer's ability
to teach, and turn
that teaching into results,
is the ultimate win.*

LICENSING@ASSERTIVEASK.COM

**WEBSITE LAUNCH, OCTOBER 1, 2022:
ASSERTIVEASK.COM**