DonorDock WEBINAR

Why Fundraising Feels Harder Than It Should

3 ways you can be more productive this year

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12PM CST

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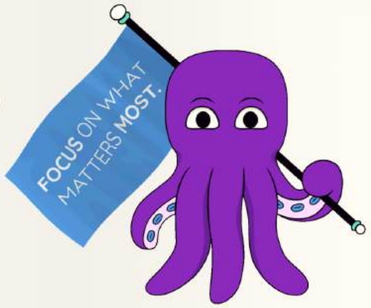
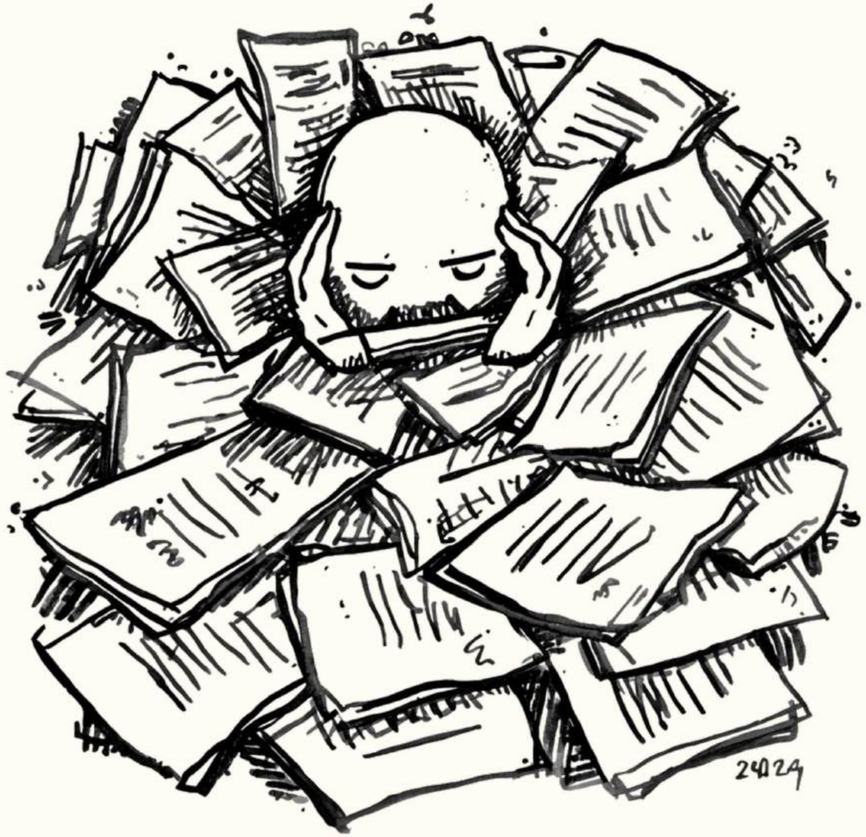
Discussion guide

1. Why fundraising feels heavy
2. Three (3) ways to reduce friction
3. How systems create leverage
4. How DonorDock helps



The Problem Isn’t Effort



The real problem?

- Too many tools
- Too many follow-ups
- Too many urgent tasks
- Too much living in your head

The issue usually isn’t effort. It’s the systems supporting that effort — or not supporting it.

Why the work feels heavy

Fundraising feels heavy when:

- Repeated manual work
- Context scattered
- No clear ‘what’s next’

“Never mistake activity for achievement.” – John Wooden

Most burnout isn’t caused by caring too much. It’s caused by carrying too much at the same time.

How systems create leverage

Three (3) ways to reduce friction + regain clarity:

→ Protect Focus
→ Multiply Inputs
→ Expand Capacity

“There is nothing so useless as doing efficiently that which should not be done at all.”
– Peter Drucker

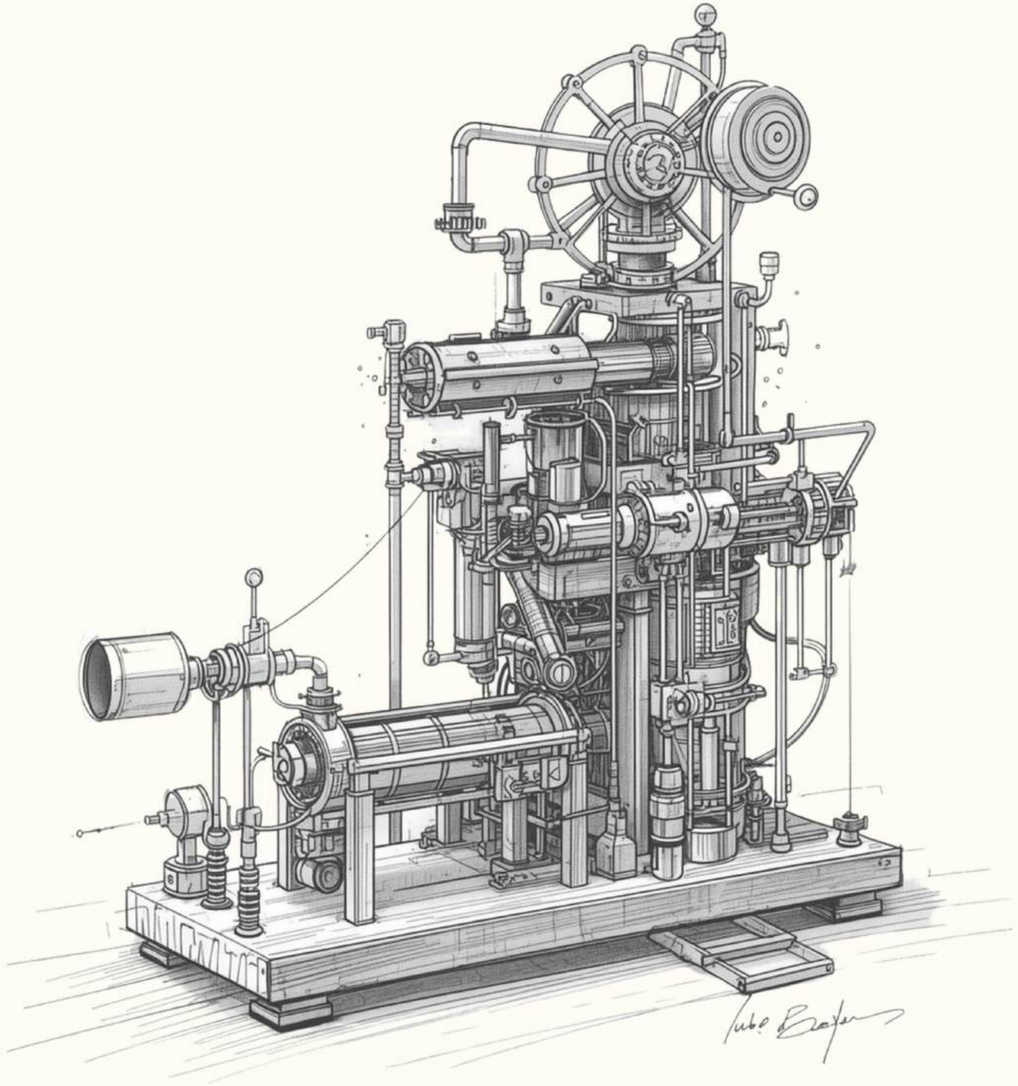
Protect Focus

Project management ensures that you + your team:

1. Define clear priorities
2. Mange less active projects
3. Provide shared visibility into what matters now

“If you have more than three priorities, you don’t have any.”
– Jim Collins

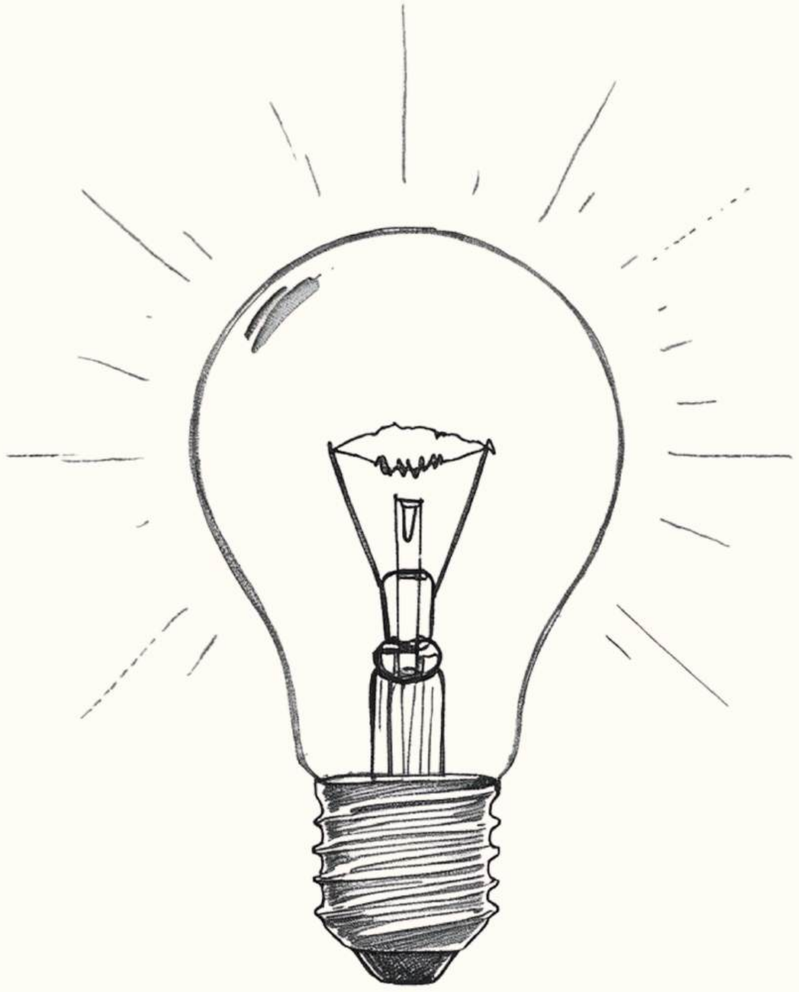
Multiply Inputs



Automation is often misunderstood. It’s not about adding complexity. It’s about removing repetition.

1. Do work once
2. Reduce manual follow-up
3. Let systems run in the background

Expand Capacity



Better support your work by using AI as your:

- **Assistant:** Create space for better decisions
- **Analyst:** Surface what matters without searching
- **Advisor:** Support judgment, not replace it

AI doesn’t replace you — it creates margin to build better.

You don’t need a full overhaul. Small system changes compound quickly.

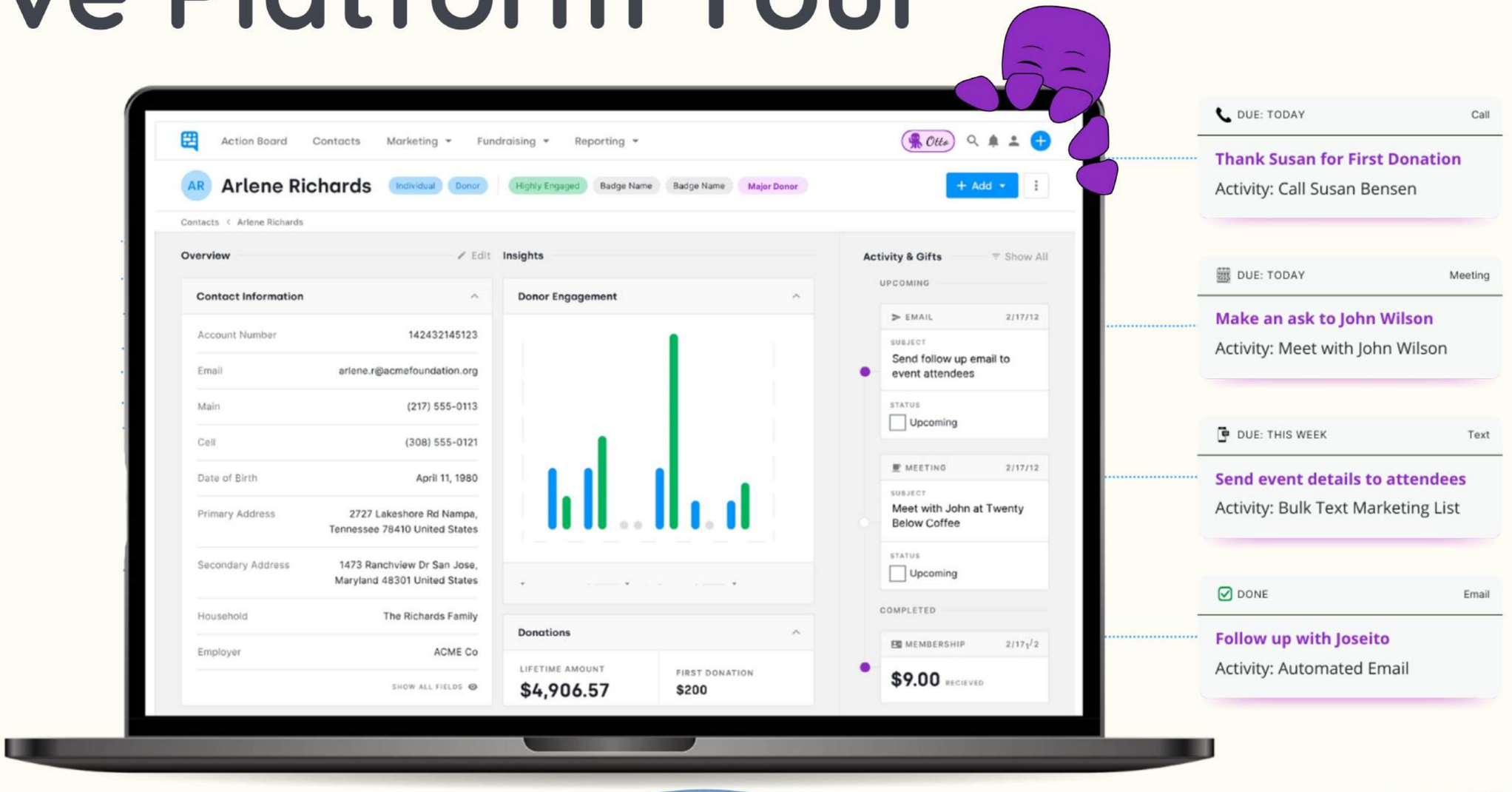
What now?
Where to start?

Questions to consider:

- How do you keep what matters most the priority?
- What work keeps resurfacing no matter how often we do it?
- What requires the most manual follow-up?
- What is on the should list that never gets done?

If everything feels urgent, fix the thing that removes the most friction for tomorrow — not the thing that feels most overdue today.

Live Platform Tour



DUE: TODAY — Call

Thank Susan for First Donation

Activity: Call Susan Bensen

DUE: TODAY — Meeting

Make an ask to John Wilson

Activity: Meet with John Wilson

DUE: THIS WEEK — Text

Send event details to attendees

Activity: Bulk Text Marketing List

DONE — Email

Follow up with Joseito

Activity: Automated Email

Your Fundraising

All In One Place

For lean teams who do it all—one tool that does, too.

CRM

AI

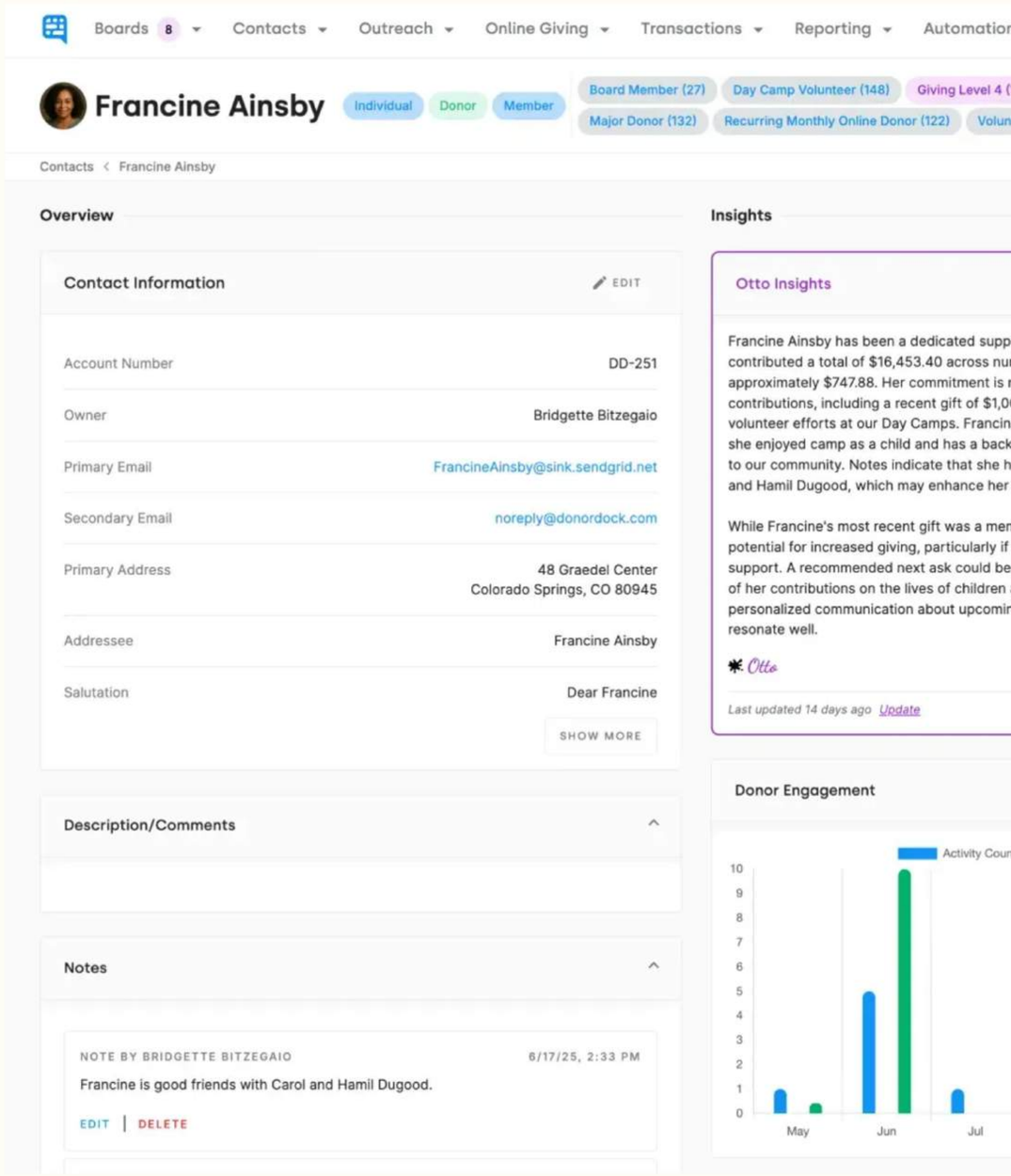
Email Marketing

Online Giving

Reporting

Volunteer & Events

Tasks



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