

6-Month Fundraising Accelerator

Full-Service Retainer + Training Mastermind

Six months of fundraising strategy, beautiful done-for-you projects, and expert training to increase your capacity and turbocharge your fundraising.

6-MONTH FUNDRAISING ACCELERATOR

\$4,500 / month · 6-month commitment

Cohort Begins on July 1, 2026

We're only accepting three more clients for this cohort.
Next one opens up January 1, 2027. Sign up by June 30th!

WHY IT WORKS

Experienced, Strategic, and Built for Rare Disease Communities

The Rare Impact 6-Month Fundraising Accelerator gives you a seasoned fundraising and communications team that understands your mission deeply and brings the strategy, creativity, and execution to match your ambitions.

We offer a full-service retainer where we deliver your projects while you engage in a training mastermind to increase your fundraising knowledge.

Shannon Bowen and the Rare Impact team carry 40+ years of collective experience. In six months together, we formalize your development program, produce tons of high-quality content and campaigns, and build the systems your organization can grow on for years to come.

At the same time, you're learning fundraising alongside a cohort of other PAG leaders. This way you can make expert decisions on how to grow your organization and hire the ideal staff when the timing is right.

[Learn more →](#)

CORE ELEMENTS

What You Get Every Month

+ **Weekly Strategic Counsel**

Meet each week with Founder & CEO Shannon Bowen to strategize, train, co-create, and problem-solve. For teams of one, these sessions provide the support and guidance to lead with confidence.

+ **Done-For-You Execution**

From month one, our team works on your most urgent projects while building long-term strategy alongside you. Every deliverable is planned, designed, written, and delivered on time and at the highest level of quality.

+ **Expert Ghostwriting**

Shannon creates high-impact messages in your leader's voice. You also receive a custom Ghostwriting Guide with ChatGPT prompts so your CEO can write quickly and consistently long after the Accelerator ends.

+ **Beautiful Design**

Every deliverable reflects the credibility and heart of your organization. From impact reports and corporate sponsorship brochures to peer-to-peer campaign templates, your collateral will look as compelling as the mission it represents.

+ **Asynchronous Support**

Burning question between sessions? We are there. Collaborate through Google Docs, Canva, and shared folders so nothing slows you down.

+ **Capacity Building**

We work to build your systems, operations, leadership, technology, and core messaging so that your organization emerges even stronger and more effective after 6 months.

WHAT YOU RECEIVE

Everything Included in Your Accelerator

- **Weekly strategic counsel meetings** with Shannon Bowen with planning, training, co-creating, and executive coaching in every call.
- **Ghostwriting Guide for Top Leadership** with custom ChatGPT prompts to write quickly and consistently as your CEO.
- **12-Month Development Plan and Timeline** so your team always knows what is coming next and that all projects work toward annual goals.

- **Expert Training** with monthly private trainings with top fundraising experts in our Innovation Salon plus monthly digital training modules.
- **Leadership Mastermind** with monthly meet ups in our Catalyst Circle with other rare disease leaders to discuss sensitive topics, gain support, and build leadership skills. This is a cohort program where you learn and grow with a group of PAG leaders.
- **Rare Impact Fundraising Playbook** covering the strategies, tactics, and mindset shifts that move the needle for rare disease organizations.
- **Beautifully designed campaigns** with compelling themes, copy, and design that elevate your entire organizational brand.
- **Full project planning and execution of your projects each month, always** keeping one eye on the month and the other on the full year.



Starting in Month 1, we execute your most urgent projects at the same time as our intake process. **You receive deliverables right away.**

SAMPLE MONTHLY PROJECTS

What We Can Work On Together

Impact Reports

Corporate Sponsorship Brochures

Peer-to-Peer Campaigns

Email Series

Social Media Collateral

CEO Thought Leadership

Major Donor Proposals

Annual Planning

Event Planning

Branding & Messaging

Board Development

Donor Analytics

Acknowledgement Letters

Digital Campaigns

HOW IT WORKS

Our Six Months Together



Discovery & Intake

We dive into your donors, data, history, brand, and most urgent need—and begin executing priority projects immediately. You do not wait for intake to finish before real work begins.



Annual Planning & Strategy

Shannon and the team build your 12-Month Development Plan, map your full project calendar, and align on the priorities that create the most momentum for your fundraising program.



Foundation & Execution

With strategy in place, we move into active project delivery. Your Ghostwriting Guide, Fundraising Playbook, and campaign deliverables take shape. Weekly sessions keep strategy and execution in lockstep.



Momentum & Production

Campaigns launch, donor communications go out, and your development program gains real traction. We continue producing high-quality deliverables while coaching your team on sophisticated fundraising practices.



Strengthen & Transition

Your development program is formalized, your communications are compelling, and your team has the systems, tools, and confidence to sustain growth.

COMMON QUESTIONS

FAQs

Is this a done-for-us or done-with-us service?

Both. We adapt to what your team needs. Some foundations want full execution; others prefer collaborative coaching. Either way, the work gets done beautifully.

What if I'm a team of one?

This Accelerator is a great fit. The weekly sessions provide the strategic support and guidance that help you lead with confidence, and our team handles execution so you always have a partner in the work. You will feel like you have an entire development team and executive coach by your side.

Do I have to wait for onboarding to finish before I get deliverables?

No. Starting Month 1, we begin executing on your most urgent projects at the same time as our intake process. You receive real deliverables right away.

Why a 6-month commitment?

Meaningful momentum takes time. Six months allows us to learn your community, formalize your program, execute multiple high-impact projects, and set you up for long-term growth.

What happens after six months?

Most clients transition to an Advising Retainer for ongoing strategic support. Others hire full-time development staff, which we can assist with as well. We also offer discounted rates for those who sign up for a full year of support.

Why does the Accelerator begin on July 1, 2026?

The Accelerator is a cohort model and we will open this program up on July 1, 2026 and then again on January 1, 2027 for six-months each. Schedule your Discovery Call and sign up by June 30, 2026.

Ready to Kickstart a New Era of Donor Engagement?

Let's talk about your goals and build a plan that gets you there. **Schedule a free Discovery Call with Shannon and the Rare Impact team today.**

rareimpactagency.com | calendly.com/rareimpactagency/discovery-call

6-Month
FUNDRAISING
accelerator >>>

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HAPPY CLIENTS

Testimonials from Rare Impact Clients

"Shannon and her team are clear visionaries who don't just ideate; they execute. Their deep understanding of the rare disease ecosystem truly sets them apart. They bring energy, clarity, and trust to every collaboration—you truly feel that they have your back and are giving their all."



Carolina Sommer, Founder & CEO
Born a Hero Research Foundation



"They are a deeply empathetic partner who takes the time to truly understand the lived experience of our patients while effectively translating the impact of philanthropy—at every level—into a powerful, authentic narrative."



Sarah Cortell Vandersypen, Executive Director
United MSD Foundation



"Our longstanding collaboration with Shannon on Urea Cycle Disorders projects has built a strong foundation for partnership. When she founded Rare Impact Agency, we immediately recognized its value for our foundation. Her rare disease expertise and trusted relationships enabled us to launch initiatives without delay. Shannon's strategic insight and compassion were pivotal to our campaigns."



Tresa Warner, Executive Director
National Urea Cycle Disorders Foundation



"Shannon and the Rare Impact Agency were exactly what we needed to complete our team. Working alongside our Communications Director, Shannon led our successful end-of-year fundraising campaigns, surpassing our 2025 goals. Through her consultation, we have expanded our entire team's knowledge of donor stewardship. Furthermore, Shannon has been an invaluable resource in developing our conference sponsorship prospectus while providing the guidance and assets necessary to help us double our sponsorship expectations."



Diane Linnehan, Interim Chief Executive Officer
Phelan-McDermid Syndrome Foundation

