



CLIMATE MESSAGING MASTERY FOR FOOD NONPROFITS

Attract Climate Dollars. Amplify Your Impact.

JOIN US
FALL
2024!

OVERVIEW

Are you a nonprofit fundraiser striving to make a difference in food, agriculture, public health, or nutrition? If so, you're already a solution to the climate crisis.

In today's world, where the urgency to tackle climate change is paramount, donors are keen to support organizations that champion sustainability and equity. By effectively positioning your nonprofit as a leader in climate-positive change, you can unlock substantial new funding opportunities.

Join our climate messaging course to amplify your impact and attract the support you need to drive meaningful change. This experience is a 5-week intensive designed to empower food-focused nonprofit leaders with the essential skills needed to craft compelling narratives that resonate with climate-focused donors. This groundbreaking initiative will help create new pathways to securing crucial funding that propels your mission forward.

SECURE YOUR SPOT NOW

To enroll and learn more, visit:
www.littlefootacademy.com

WHAT YOU GAIN

Strategic Messaging Mastery

Gain expertise in crafting messages, proposals, and stories that resonate with climate funders, effectively communicating your organization's unique impact.

Confidence With Evidence-Based Data

Add credibility and context to your proposals by incorporate climate data, relevant research, case studies and impact metrics into your storytelling in ways that are authentic to your existing work.

Increased ROI Through Relationships

Save time and money by learning to build meaningful, strategic relationships and partnerships with funders.

Practical tools and resources to use today

Receive hands-on tools that allow you to build your strategy throughout the course, including a list of the top conferences, influencers, podcasts, newsletters, and more.

Individualized Support

Benefit from insights from two 1:1s with Eva, one intro call to understand what your organization needs from this course and one to review course material and strategize on how to use what you learned to attract climate funders.

Access Proprietary Prospective Funder List

Receive a curated list of 10-12 funders and donors from our funder database who are already a potential match to financially support your mission.



\$3.7B

in philanthropic dollars from foundations was committed to climate mitigation efforts in 2022

Ag & Food

remain one of the top-funded sectors



<2%

of total philanthropic funding is dedicated to climate initiatives today

Reducing food waste and eating more plant-rich diets were identified as the **top 2** climate solutions to reduce global temperatures by the necessary 2°C



IS THIS PROGRAM FOR YOU?

This experience is tailor made for professionals, leaders, and decision-makers of nonprofit organizations focused on food waste or food recovery, as well as foundations and other funders who are interested in amplifying their climate impact through food system transformation.

Nonprofit Leaders & Their Fundraising Teams



CEOs, Executive Directors, directors of fundraising and development, as well as members of their team who are tasked with securing sustainable funding.

Communications & Marketing Teams



Professionals aiming to enhance their storytelling and messaging skills to effectively engage climate-focused donors.

Foundations & Other Investors



Executive directors, program directors, grant managers, and others who make decisions about capital allocation and distribution.

Climate Change Advocates



Individuals motivated to address climate challenges and eager to align their org's efforts with the growing movement for sustainable solutions.

Meet Your Instructor



Eva Goulbourne
 CEO & Lead Instructor

Eva is a food systems strategist with 15+ years of global expertise across the foodservice, retail/CPG, and food philanthropy sectors. She was employee #1 of ReFED, responsible for securing the initial funding that helped it become the leading authority on food waste reduction it is today. Now, Eva helps both nonprofit and philanthropic clients design impactful funding strategies to address the climate crisis through food systems transformation. She is a member of the National Network of Consultants to Grantmakers.

KEY DATES

Wednesday, July 31	Last day to use code EARLYBIRD for \$500 off.
Friday, August 23	Cohort finalized, deposits are due, and Pre-Course Modules are released.
Wednesday, August 28	Orientation
September 4-October 3	September 4-October 3: Course Dates (recordings and Wednesday office hours) and 1-1 coaching sessions

INVESTMENT

- The investment for this one-of-a-kind experience is \$5,500. This price includes a unique login for up to three participants from your organization. We want to equip your team for success by allowing you to learn together.
- To hire a professional philanthropic advisor to assist with a similar program would cost \$60,000 and although we cannot guarantee grant funding, we expect a minimum 10X return on this investment. This estimate is based on historical results that Eva has delivered for past clients.



ABOUT THE PROGRAM

The program is designed to be an online course that is adaptable to your schedule. It caters to all levels, providing valuable content for professionals who are new to fundraising and messaging, and those who already possess robust experience. Throughout this learning journey, you'll enjoy a range of stimulating materials including case studies, video interviews with expert speakers, engaging visuals and interactive content.

THE STRUCTURE

Pre-Course



3 self-guided modules to give participants a strong foundation in fundraising and grant-writing strategies. This sets everyone up for success, regardless of your prior experience.

Orientation



A live, online session where participants will meet the instructional team and classmates while reviewing high-level course content, expectations, tips, and goals.

5 Week Instruction



5 pre-recorded sessions taught by our lead philanthropy strategist, Eva Goulbourne. A full workbook and supplemental materials are included to enhance your experience.

Weekly Office Hours



Open office hours will be held weekly to address additional questions, dive deeper into content, review material, or engage in discussion with instructors/classmates.

Individual Coaching



During the course, students are able to book two 1:1 sessions with Eva Goulbourne and your leadership team, one before the course and one during, to ensure success in taking this course and securing climate funding.

THE CURRICULUM

