

**EthInLead®**

FUNDRAISING DIVISION

**Pilot Program Packet**

800-654-8574 ext. 807

[www.ethinlead.com](http://www.ethinlead.com)

Ethics. Integrity. Leadership.

## **Welcome to EthInLead® Fundraising Division**

Dear Prospective Partner,

Welcome to EthInLead® Fundraising. We are honored that you are considering partnering with us during this foundational phase of development. This division was created with intention, purpose, and a commitment to building fundraising experiences that are both impactful and meaningful for the organizations we serve.

EthInLead® Fundraising is currently in a pilot phase. This means we are actively testing, refining, and strengthening a novel approach to fundraising—one that moves beyond traditional models and focuses on engagement, alignment, and actual results. We are seeking organizations that are willing to partner with us in this process.

Our goal is simple: to create fundraising experiences that people enjoy while helping organizations meet and exceed their financial goals. This pilot allows us to evaluate what works and build something sustainable.

In our face-to-face meeting, we will go over details of the program. We will be happy to answer any questions that you may have.

Sincerely,

EthInLead® Fundraising Division

Francine Birgans, PhD

ETHICS • INTEGRITY • LEADERSHIP

# EthInLead®

A Leadership & Impact Collective

WE WOULD LOVE TO HAVE YOU AS A

## *Pilot Partner*

# FUNraising



800-654-8574 ext 807



[www.ethinlead.com](http://www.ethinlead.com)

EthinLead® Collective



# EthInLead®

A Leadership & Impact Collective

Why FUNdraising? We stumbled upon it and said let's give it a try.  
Most businesses have several streams of income to thrive.

We were hearing of the need for something different  
to help organizations raise funds.

We wanted to offer the opportunity with a simplistic way  
of FUNdraising, but, with a different product and adding a cause (or not).



# EthInLead<sup>®</sup>

A Leadership & Impact Collective

As a scholar-practitioner and researcher, we understand the importance of testing, refining, and building with intention. Or as theory goes, **see if this works?**

This phase allows us to evaluate the pro's and the con's. To ensure that what we offer is both effective and sustainable for the organizations we serve and for the company itself.

This division exists because organizations asked for something different. **And we listened.**

*Hmmm...*

# EthInLead<sup>®</sup>

A Leadership & Impact Collective

**AS A PILOT PARTNER, YOU WILL RECEIVE:**

-  Customized fundraising tools.
-  Hands-on support in launching.
-  Access to creative fundraising concepts and tools.
-  A structured system designed to help you reach your financial goals.

**IN RETURN, WE ASK FOR:**

-  Honest feedback.
-  Active engagement in the process.
-  Willingness to collaborate and build.

# EthInLead®

A Leadership & Impact Collective

THE BIG QUESTION!

W.I.N.

*What's in it for me?*



*Glad, you asked.*

Your organization will earn

**25%**



No minimum's



No stock to carry



Reorders easy



You get to add and teach  
community service at the same time!

# EthInLead®

A Leadership & Impact Collective

If you are interested in being  
part of this foundational phase,  
*we invite you to contact us.*



800-654-8574 ext. 807



[www.ethinlead.com](http://www.ethinlead.com)

# EthInLead®

A Leadership & Impact Collective

## NEXT STEPS



1   
*Contact us*

2   
*Fill out the fundraising form.*  
Tell us about you.

3   
*We will contact you and set up your in person meeting to discuss the pilot and how you can help and earn money at the same time.*

LET'S BUILD. TOGETHER WE WIN.

 800-654-8574 ext. 807 |  [www.ethinlead.com](http://www.ethinlead.com)



Yes, we would love  
to help you pilot this  
fundraising program while  
making money at the same time!



# EthInLead<sup>®</sup>

A Leadership & Impact Collective

BUILT ON EXPERIENCE.

*Driven by Impact.*

Our founder, Dr. Francine, brings proven expertise from her experience working with a national fundraising company—understanding the business from the inside out.



Relationships. Results. Real Impact.



#### RELATIONSHIP BUILDER

She excels in building lasting relationships with customers and communities.



#### UNDERSTANDS WHAT MATTERS

She knows groups want more than 5% or 10%—they deserve real results.



#### PRODUCTS PEOPLE LOVE

She believes in quality products that customers are proud to support.



#### SHE KNOWS THE BUSINESS

Strategy. Execution. Impact.  
That's the EthInLead<sup>®</sup> difference.

EXPERIENCE YOU CAN TRUST. A PARTNERSHIP YOU CAN COUNT ON.

ETHICS • INTEGRITY • LEADERSHIP

**EthInLead®**

A Leadership & Impact Collective

Consulting • Education • Institute  
Arts & Culture • Media • Community

Leadership. Purpose. Impact.

☎ 800-654-8574

🌐 [www.ethinlead.com](http://www.ethinlead.com)

EthinLead® Collective

## EthinLead® Consulting

EthinLead® Consulting provides strategic, people-centered solutions designed to help organizations grow, scale, and lead with intention. Grounded in organizational development and real-world leadership experience, our consulting services focus on strengthening systems, improving performance, and aligning people with purpose.

We partner with organizations to assess challenges, identify opportunities, and implement practical, purposeful strategies. From leadership development and organizational structure to culture, communication, and growth planning, our approach is both analytical and human centered.

At EthInLead®, we do not believe in one-size-fits-all solutions. We collaborate with our clients to build customized strategies that produce measurable outcomes while maintaining integrity, clarity, and long-term sustainability.

---

## EthinLead® Education

EthinLead® Education is dedicated to restoring motivation, meaning, and effectiveness in teaching, learning, and leadership development. Rooted in research and lived

experience, this division focuses on student self-efficacy, educator empowerment, and creating environments where both students and professionals can thrive.

Through professional development, workshops, keynote speaking, and training experiences, EthInLead® Education equips educators, leaders, and organizations with the tools needed to move individuals from uncertainty to confidence, what we call moving from doubt to determination.

Our work integrates evidence-based practices, real classroom experience, and interactive engagement strategies to ensure learning is not only informative, but transformative. We believe education is not just about content delivery, it is about impact, connection, and cultivating belief in one's ability to succeed.

---

## **EthInLead® Institute**

EthInLead® Institute serves as the training, development, and future learning hub of the EthInLead® Collective. This division is designed to provide structured learning experiences, certification programs, and leadership development opportunities for individuals, organizations, and communities.

The Institute focuses on building capacity through intentional curriculum, leadership formation, and workforce development. It is where frameworks, models, and intellectual property developed under EthInLead® are taught, refined, and eventually scaled for broader impact.

As this division continues to grow, it is positioned to expand into institutional partnerships, licensed programming, and community-based education initiatives. The vision of EthInLead® Institute is to create accessible, high-quality learning experiences that equip individuals with the knowledge, skills, and mindset needed to lead with ethics, integrity, and purpose.

 **ETHINLEAD® FUNDRAISING PILOT PROGRAM APPLICATION**

**Please complete all sections to be considered for the EthInLead® Fundraising Pilot Program.**

---

**Section 1: Organization Information**

**1. Organization Name:**

---

**2. Organization Type (School, Nonprofit, Community, etc.):**

---

**3. City and State:**

---

**4. Website (if applicable):**

---

---

**Section 2: Primary Contact Information**

**5. Full Name:**

---

**6. Title/Role:**

---

**7. Phone Number:**

---

**8. Email Address:**

---

---

**9. Are you the decision-maker for this opportunity?**

Yes

No

---

**If not, please provide the following:**

**10. Name of Decision-Maker(s):**

---

**11. Title/Role of Decision-Maker(s):**

---

**12. Should EthInLead® contact them directly, or will you initiate the conversation?**

EthInLead® may contact them directly

I will initiate the conversation

---

**Section 3: Fundraising Experience**

**13. What types of fundraisers have you conducted in the past?**

---

---

---

---

**14. What did you like about your previous fundraising efforts?**

---

---

---

---

**15. What did you dislike about your previous fundraising efforts?**

---

---

---

---

**16. What would you change or add to improve your fundraising experience?**

---

---

---

---

**Section 4: Program Alignment**

**17. The fundraising model offers a 25% return to your organization.**

- Yes, we understand and are comfortable with this percentage
- No, we would like to discuss further

---

**Section 5: Pilot Participation**

**18. Why are you interested in helping pilot this fundraising program?**

---

---

---

---

**Section 6: Additional Information**

**19. Is there anything else you would like us to know about your organization?**

---

---

---


---

**Section 7: Submission Instructions**

Please scan and return this completed form to:

 [fbirgans@ethinlead.com](mailto:fbirgans@ethinlead.com)

OR

 **800-654-8574 ext. 807**

---

**Final Confirmation**

**20. I confirm that the information provided is accurate and that our organization is interested in participating in the EthInLead® Fundraising Pilot Program.**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

---

**EthInLead®**

*A Leadership & Impact Collective*

## **Thank You**


Thank you for your interest in partnering with **EthInLead® Fundraising**.

We appreciate your time, your consideration, and your willingness to explore this opportunity during our pilot phase. Your interest reflects a commitment to doing things differently approaching fundraising with intention, strategy, and purpose.

At EthInLead®, we value partnerships that are aligned, collaborative, and built on trust. As we continue to test and refine this program, we look forward to the possibility of working together to create a fundraising experience that is engaging, effective, and meaningful.

If this fundraising opportunity is not the right fit currently, we invite you to stay connected. EthInLead® offers additional programs and services designed to support organizations through consulting, education, and leadership development.

**Let's Build Something Meaningful Together.**

 800-654-8574

 [www.ethinlead.com](http://www.ethinlead.com)

**Francine Birgans, PhD**

EthInLead® Collective

**Ethics. Integrity. Leadership.**