

Year-Round Mentoring in Organisational Development and Fundraising with Greg Long

Leader



Gregory (Greg) Long is an author, speaker, consultant, and church elder. His 35+ years of ministry leadership & fundraising experience steeps every conversation and presentation – including mistakes! He has taught non-profit leadership and management at the undergraduate and graduate levels. Greg has served as ELF facilitator and year-round mentoring leader since 2018. His leadership work, in-person and virtually, has him mentoring and teaching ministry leaders on four continents and more than 30 countries. He currently serves as CEO and senior advisor to The NonProfit Authority, specializing in

strategic planning, development, and full-service consulting for ministries around the world. Greg's leadership book, based on the story of Nehemiah, *God's Powerful Vision for Your Life; The BIG Idea*, is available at Amazon. He has been married to Elaine for 43 years, and together they walk with Jesus, hike, camp, and canoe. He holds an honors bachelor degree in Business Management from Park University, and also a master degree in Philanthropic Studies from the Lilly Family School of Philanthropy from Indiana University (US).

Overview

GOAL & PURPOSE:

The goal of this year-long mentoring programme is to walk through an entire year together with leaders of organisations, addressing many of the typical issues that occur at various stages of the developmental year. Five scheduled webinars, an intense retreat, and scheduled group activities at the annual European Leadership Forum will provide opportunity to explore how to build a sustainable, growing ministry.

Individuals electing to pursue a fundraising certification (Certified Development Professional - CDP) can complete the rest of the CDP requirements and additional work through CDPOnline. There may be additional projects & costs to earning your certification, but participating fully in the Network and YRM will provide sufficient strategies and tools to grow your organization.

PLAN:

1. Participation at the European Leadership Forum in [the Organisational Development & Fundraising Network](#) in **the 2026 Forum (17 - 21 May 2026)**. Full participation is strongly encouraged, but not required.
2. One 2-hour, and five one-hour webinars and webinar assignments. Webinar will be held in June, September, October and November of 2026. Two webinars will be held in 2027, likely in February and April.

3. Three-day **December Retreat** from noon to noon on **1-3 December 2026** (place TBC)
4. **2027 Pre Forum Conference**: from **Friday, 21 May**, through **Saturday, 22 May**. Participants will still need to apply for the Forum and will be responsible for paying Forum fees in order to participate in the 2027 Forum. Participants must also pay for their own travel expenses.

PARTICIPANTS—This mentoring group will be limited to 18 participants. Participants will be expected to attend each webinar and complete webinar assignments. Participants missing two sessions and/or assignments will be removed from the current cohort, and encouraged to continue at another time.

QUALIFICATIONS—Each participant must be in a leadership role within their organization/ministry. They could serve either as a staff member of an organization or as a volunteer whose work involves areas related to Development. This could be a lead pastor, executive director, managing director, development director, or similar role.

REQUIRED READING—Required texts for this class include: *Funding Your Vision: New Hope for Nonprofits*, and *How to Raise the Money You Need for the Causes You Love: Secrets from a Master Fundraiser*. Both of these books are written by Jerry Twombly.

Also, *God's Powerful Vision for Your Life: The BIG Idea* by Gregory Long

These titles are all available through Amazon as print and e-books (Kindle). Participants are expected to order these on their own.

EXPECTATIONS & FORMAT — The programme will include the following:

- 1) Full participation at **the European Leadership Forum in [the Organisational Development & Fundraising Network](#) in the 2026 Forum (17 - 21 May, 2026)**.
- 2) One 2-hour, and five one-hour webinars and webinar assignments. Participants can expect an average of 5-8 hours of work between Webinars. This will be a combination of reading assignments, video review and practical application of Network principles.
- 3) Full participation **at the ELF December Retreat on 1-3 December 2026** (exact location TBD).
- 4) Full participation in **the ELF Pre-Forum Conference on May 21, 2027**, in order to present your Development Plan for your ministry.

- 5) Pay the necessary fees. The fees for **the 2026 December Retreat** are 175 Euros for a Double Room and 225 Euros for a Single Room (or 125 Euros for scholarship recipients). For **the 2027 Pre-Forum Conference**, the fees are 115 Euros for a Double Room and 165 Euros for a Single Room (or 70 Euros for scholarship recipients).
- 6) In order to be accepted to next years' European Leadership Forum all Year-Round Mentoring participants will need to nominate two other leaders for the following year Year-Round Mentoring which includes personally contacting and recruiting them by email.

2026-27 YRM in Organisational Development and Fundraising– Webinar and

YRM Launch Webinar

June 2026 (18:00-20:00 London Time)

After your participation in the May 2026 Forum, we'll convene as a cohort to continue our learning and community. This initial, 2-hour webinar will help process the principles shared during the Forum, and address any lingering questions. We will also discuss the expectations for the YRM cohort, including attendance, projects, etc. We'll dedicate part of this webinar to prayer requests for all of us. (Date to be finalized by May 2026)

Webinar One: Building Capacity and Your Development Plan

September 2026 (18:00-19:00 London Time)

It has been said that "you have the perfect organisation to accomplish what you are currently doing." The point is, if you want to make greater strides to grow your ministry, changes must occur. The process is called "capacity building" and this session will focus on how you can increase your organisational capacity. (Date to be finalized by May 2026)

Prior to the September Webinar, participants are required to read the book: Funding Your Vision: New Hope for Nonprofits by Jerry Twombly.

Webinar Two: The Developmental Audit

October 2026 (18:00 - 19:00 London Time)

This session will focus on how to conduct an audit of your developmental elements, strategies and plans. Each participant is expected to complete an audit for their ministry/organisation, and will receive feedback & mentoring on their plan. (Date to be finalized by May 2026)

Webinar Three: The Development Calendar

November 2026 (18:00 - 19:00 London Time)

This session will focus on the typical “developmental calendar”—what takes place, when, and how to set up a schedule for the year.

Each participant will develop a calendar for their own ministry/organisation, including projects, programs, activities and events. Measurable goals will be developed for this project. (Date to be finalized by May 2026)

December Retreat—Case Studies and Sharing

1-3 December 2026 (Location TBD/Noon to Noon)

This time will be spent working through a wide range of development scenarios and situations common to ministry of every kind. Participants will work together in analyzing each scenario and building a case to address the challenges being faced by the non-profit examples that will be provided. We will have further opportunity to discuss individual challenges, seeking the engagement of others.

Webinar Four: Topic to be Determined

February 2027 (18:00 - 19:00 London Time)

This session is held open on purpose. Many times, we are finishing a discussion or topic that is a holdover from the Mid-Winter Retreat. Previous topics this session have included: raising funds through trusts and foundations; marketing your ministry; volunteer and others. (Date to be finalized by May 2026)

Webinar Five: How to Develop Your Plan

April 2027 (18:00 - 19:00 London Time)

The admonition of the Apostle Paul to Timothy at the end of his life, was “the things you have heard from me say in the presence of many witnesses, entrust to reliable men who also be qualified to teach others.” (2 Timothy 2:2, NIV). This session will focus on how you can expand your impact & influence through a business, coaching, and/or mentoring other Development professionals and volunteers. (Date to be finalized by May 2026)

How To Apply

1. Fill out an online application by clicking [HERE](#). Please be sure to fill out every field.
2. Once we receive your online application form, your application will be considered complete. We will review your completed application and let you know if you are accepted into the program within four to six weeks.

If you have questions, contact us at initiatives@euroleadership.org