Unlock Actionable Intelligence:
Leverage Data and Insights to Build Long-Term Relationships
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Meet Your Presenters

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Unlock Generosity Webinar Series

**Session 1**  
Unlock Year-End Fundraising

**Session 2**  
Unlock Marketing

**Session 3**  
Unlock Your Story

**Session 4**  
Unlock Your Events

**Session 5**  
Unlock Scalability

**Session 6**  
Unlock Actionable Intelligence  
Wednesday, October 11
Actionable Blueprint: Unlock Actionable Intelligence

01 | Classy's Strategic Reports Blueprint

02 | The Best Zapier Apps for Nonprofits to Amplify Fundraising

03 | Getting Ahead of Data Privacy Changes to Inform Your Acquisition Strategy

04 | GA4 Reports for Nonprofits: Unlocking Insights With Classy Data
Six-Part Webinar Series
Get inspired with innovative strategies and real-world examples related to six pressing topics for giving season success.

Classy & Partner Resources
Go deeper with our best, hand-selected resources for each webinar topic from our industry experts and content library.

Classy Coaches’ Deep Dives
Put ideas into action through the Classy platform with group trainings, on-demand courses, and expert tips from Classy Coaches.

Your Classy Account Team
Bring your vision to life, whether strategic or tactical, by partnering with your team at Classy for giving season and beyond.
Customer Exclusive: Coaching Deep Dives

Activate Marketing: Formulate Your Communication Strategy
Thursday, September 28

Activate Your Website: Optimize to Increase Conversions
Thursday, October 12

Activate Your Campaign: Design Strategy to Spark Generosity
Thursday, October 26

Activate Generosity: The Lasting Impact of Recurring Giving
Tuesday, November 7