

The Fundraising Lab

Customized Consulting

Fundraising

You may be starting from scratch with implementing a new fundraising initiative or you're wanting to review and enhance your current programs. We offer a number of solutions to get you to the tangible, measurable results you need.

Systems and Processes

You may be proficient at mailing, collecting data, and testing or maybe some of these aren't on your list of superpowers. But systems and processes that are clearly defined and running at max efficiency, help you raise more money. And we love helping people raise more money.

Fundraising Services

Fund Development Review

The foundation for fundraising success

We will work with you to:

- ✓ Clarify where your organization is starting from
- ✓ Envision new and enhanced fundraising initiatives
- ✓ Provide recommendations on where to begin
- ✓ Act as a point of reference as you learn and evolve

The final report will be your essential roadmap to guide your organization forward in the years to come and will help you provide informed decisions to senior leadership.

Strategic Fundraising Plan

Your fundraising roadmap

The plan we develop with you:

- ✓ Is closely aligned with your unique mission, organizational culture, short and long-term goals
- ✓ Recognizes the skills and resources available in your organization



- ✓ Delivers clear targets, tactics and timelines

Having insights from the *Fund Development Review* is critical to this process because you need to know where you've been to know where you're going.

Capital Campaign Support

Bringing it all together

Community-based capital campaigns can feel overwhelming and are complex, nuanced and have many moving parts. So in our planning together:

- ✓ We combine traditional campaign models and fundraising best practices with newer approaches
- ✓ We help you raise the bar on your fundraising program overall
- ✓ We help you position yourself for success when the campaign has concluded

If you think we would be a good fit for your campaign, please get in touch.

Foundation Giving

Raise more money through foundation donors

Foundations can reap solid returns for your organization, but you may not have the time to do what is needed. Working with you to develop a foundation giving campaign looks like this:

- ✓ Develop a compelling proposal template
- ✓ Identify prospective foundation donors
- ✓ Create customized and personalized proposals

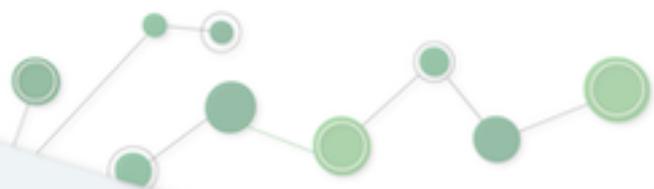
And each proposal uniquely resonates with every donor we target.

Planned Giving

Simplify and strengthen your approach

Starting a formal planned giving program can seem complicated. We work with you to simplify the process. We will:

- ✓ Create a simple, stripped down program that can be managed with limited staff



- ✓ Provide an authentic and simple approach to help you meaningfully engage your most loyal donors
- ✓ Integrate new research on bequests

Direct Marketing

Reach your donors where they live, work ... and click

Do you need help telling your stories in a compelling way? We can work with you to develop a powerful, multi-channel, direct marketing program that will get you results. We will work with you to develop:

- ✓ Clear and compelling content, on paper, email and in social media
- ✓ Segmentation & audience targeting
- ✓ Maximize donor reach by securing the right exposure on the right channels

Systems and Processes Services

Information Management

The engine of your fundraising program

No matter where you are on your data journey, we take the guesswork out of data management and systems and processes. We will help you:

- ✓ Select the donor database or CRM that best suits your needs
- ✓ Configure your system according to your unique organizational attributes
- ✓ Clean up and migrate historic data into your new system
- ✓ Integrate your system with other new or existing programs or software

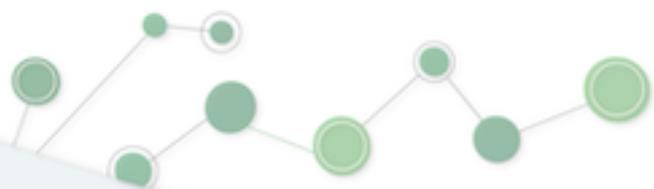
Contact us for a data-informed approach to your fundraising program.

Case Statement Development

Make your message standout loud and clear

Your organization helps change the world. But do the people on the outside know? A case statement is the basis for every marketing piece, proposal, and conversation you have. With it, you will inspire people to:

- ✓ Sit up, take notice and rally to your cause



- ✓ Donate generously to your campaigns and enthusiastically support your programs
- ✓ Help you achieve your mission

A good case statement is foundational to your success. And hey, with it being that important, let us help you get it right.

Stewardship

Nurture your relationship with each and every donor

Investing in meaningful stewardship can generate new and greater fundraising revenue. Period. Working with you, we will help create a stewardship plan that:

- ✓ Puts systems and processes in place, making it easier to reach and thank donors
- ✓ Develops creative, unique and meaningful ways to reach out to your donors
- ✓ Engages your organization's leadership in a meaningful way

Stewardship is pure gold...because what donor doesn't want to be engaged and appreciated?

Optimal Online Giving

More than "donate now"

When a donor visits your website to donate, they will compare it to every other donation they've made online. They need a seamless experience and that's where we can help by:

- ✓ Assessing your existing website, online giving pages and overall digital fundraising strategy
- ✓ Making recommendations on improving the donor experience and increase donations
- ✓ Streamlining the way you are currently collecting donations
- ✓ Ensuring your online giving experience is aligned with your philanthropic goals

We bring industry best practices so your donors will want to support you again and again.

