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Fundraising Services Available to SVP Investees

Fundraising Events

Want to know how to build strong, revenue-generating strategies that work?

Through brainstorming, strategizing, coaching and implementation, we will be with you every step of the way. Together, we'll address such questions as:

- + How are we going to reach our fundraising goal (what is our fundraising goal)?
- + How should we price our tickets?
- + Should we do an auction?
- + How do we ask for money without scaring people away?
- + How can we make our event stand out from the pack?
- + Should I give a speech? What should I say?
- + How do we thank our event guests in a meaningful way?

Have more questions about how to make your next fundraising event a huge success? We're here to help!

Fundraising Strategy

Raising money is one of the biggest challenges every charity faces.

We'll work with you to evaluate your current fundraising practices, and consider new avenues for growth. Through a clear, measurable strategy, you can develop a fundraising program that is reliable and effective. Using all the information we can get our hands on about your organization's donors, history, tools and resources, we will work with your team to create a strategy that is as unique you are. We have experience working with staff members, board members, volunteers and executive directors. Every team looks a little different, and we'll work with you to leverage your people power and resources for the best possible results.

Digital Strategy

You already know that your organization needs to be online – but which social media platforms matter, and what should your website do?

We'll help you evaluate your current digital strategy and focus in on the activities that are going to advance your cause and help you reach your goals. We can provide guidance, or take over all your online activities - it's

really up to you and the capacity of your team. We can work with you on website design and content management, online giving, email marketing, social media and digital advertising.

Donor Stewardship

You think your donors are the best ever and want to keep them engaged, committed and inspired.

Like any important relationship, the one you have with your donors requires thought and attention. If done properly, your donors know they can count on you to keep them in the loop, and they are eager to learn about the impact they are making in the world. They even look forward to opportunities to do more and give more.

Here's how we can help you nurture the relationship you have with your donors:

- + Develop a stewardship strategy unique to your organization's strengths and impact.
- + Create an annual plan that makes it easy for your team to execute the strategy.
- + Equip you with all the tools you need - from thank you call scripts to email newsletters, compelling thank you letters to engagement opportunities that surprise and delight, we can help you make sure that your donors always feel the love.

Accountability Reports

Your donors make amazing work possible - show them!

Writing a compelling, creative report to showcase the impact your donors are making in the world. These reports account for how you've invested your donors' generous gifts and give them more than enough reasons to continue their support. How? We'll start with your stories, experiences and financials and transform them into sophisticated, creative pieces you will be proud to share. From small monthly updates to quarterly newsletters or project-specific stewardship reports to annual reports, we have you covered.

On-Demand Coaching

On-demand coaching puts help right at your fingertips.

Whether it's someone to create ideas and strategy with, someone with a fresh pair of eyes for your appeal, or someone to improve your understanding of tried and tested fundraising principles, our coaching is tailored to your organization's unique goals and skill set. Together, we will strategize, create and execute effective projects and programs. By using on-demand coaching, you'll be able to call on experience and expertise for the moments you need it most.