



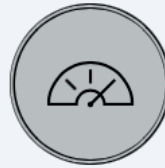
FUNDRAISING STRATEGY

We can develop strategy for one area of the fundraising mix or the whole of fundraising. We design and write strategies on clients' behalf and also facilitate clients delivering new strategies for themselves.



FUNDRAISING AUDIT AND TROUBLESHOOTING

This involves a detailed review of a specific area of fundraising. We use a variety of tools to clearly summarise the situation and then recommend practical actions to improve performance.



PERFORMANCE TRACKING AND KPI DEVELOPMENT

We have longstanding expertise in developing robust performance management frameworks and use a workshop approach with staff to ensure involvement and ownership. We place strong emphasis on donor-centric, cross-cutting KPIs.



CASE FOR SUPPORT DEVELOPMENT

Our workshop-led approach uses a tried and tested case for support framework to draw out the most compelling aspects of the client's work and what makes them unique. The workshop outputs are then used to write case for support.



DEVELOPING CORE PROPOSALS AND BIDS

This service turns the client's case for support into a core proposal for a specific audience (Trusts / HNWS / corporates). We draw on extensive experience of winning approaches used elsewhere.



NEW BUSINESS CULTIVATION TRAINING

We work with staff teams to develop a robust new business approach, and then train the staff to implement it. This helps teams to quickly grow the prospect pipeline and improves their aptitude for cultivating new relationships.



SUPPORTER ENGAGEMENT

We use our extensive experience of integrated fundraising and communications to assist clients with maximising engagement. We help clients to deliver a consistent approach that optimises all touch points and drives supporter loyalty and action.



PRODUCT ANALYSIS

Our methodology involves taking financial data from the client and using analysis and mathematical formula to map products onto a series of Boston Matrix Charts. We then recommend the appropriate actions to take as the result of our analysis.



MENTORING AND COACHING

We create a highly tailored programme based on the individual's needs. We have worked with people at all levels and helped them to achieve their potential; one mentee is now a CEO and several are directors.



FUNDRAISING FEASIBILITY STUDIES

Our approach to weighing up the feasibility of funding a planned project involves several steps including: identifying likely funding sources; outlining the best proposition; prospect research. We can also plan and design appeals.



STRUCTURAL DESIGN

Our approach starts with an audit looking at objectives, and the skills and communications lines that are required to achieve the objectives. We then recommend the optimal structure, skill sets and reporting lines, underpinned by a clear rationale.



SUPPORTER RESEARCH AND INSIGHT

We design and deliver supporter surveys and segmentation studies looking at a range of factors including attitudes, interests, closeness to cause, loyalty drivers and more. We then deliver an insight report of learning and recommended actions.