

the  
*Art*  
&  
science  
*of*  
FUNDRAISING

THE CURTIS GROUP

## Consider us your partner in the business of raising money.

To be successful, a nonprofit must think and operate like any other business. You must evaluate your strengths and weaknesses, study and measure your audience, and develop timelines and strategies for growth. And when it comes to funding your organization, you must understand how best to communicate with – and influence – those who have the most direct effect on your bottom line: your donors.

But the day-to-day operation of a nonprofit is demanding enough. Add to that what's required for effective fundraising and anyone would feel overwhelmed.

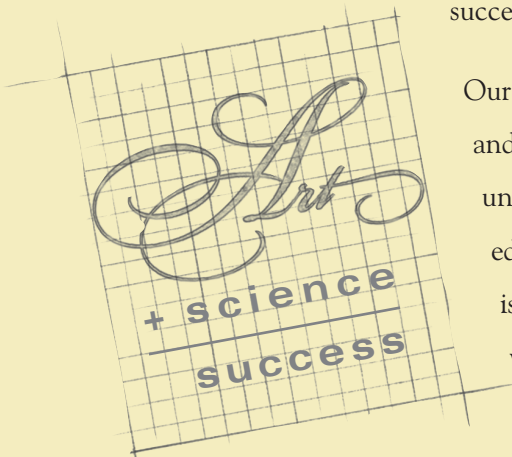
**That's where we come in. The Curtis Group is ready to partner with you to plan your future, build awareness, and help you with one of the most daunting tasks you'll ever face: raising substantial amounts of money.**


In fact, many of our clients have become “repeat customers,” engaging our services in successive – and successful – fundraising programs and campaigns.

Our client list is broad, spanning arts and cultural groups, health and human service agencies, environmental and animal groups, universities and community colleges, independent schools, and educational, religious, and community foundations. But our mission is always specific: putting the art and science of fundraising to work to achieve your goals.

It adds up to hundreds of millions of dollars we've helped raise through annual, capital, and endowment campaigns for more than 100 clients.

**We've also met the rigorous membership standards of the Giving Institute, the nation's research and thought leader on philanthropy.**





**Fundraising  
can be  
scary.**

**The Curtis Group  
takes the fear out of fundraising.**

When our firm was founded in 1989, it was with a commitment to promote philanthropy and provide personalized development services for nonprofits. Since then, we've worked (and achieved great success) for some fairly major organizations. But where we've found the most need for our services are small to mid-size nonprofits that require – and benefit from – greater flexibility, customized training, and a tailor-made approach to fundraising.

Maybe you need to build development capacity, formulate a strategic plan, or launch a major-gifts program. Perhaps your board could benefit from training in cultivating donors and asking for gifts. Or you might be considering a major fundraising campaign and don't know where to start.

Begin by calling The Curtis Group, and first you'll get excellent references and testimonials from our clients. Then you'll learn how our proven art-and-science approach to fundraising combines the essential disciplines of research, planning, and measurement with key creative strategies on methods, timing, and messages.

**Along the way, you'll discover that we are always there.**

For you. With you. To the point where we become so familiar and integrated with your nonprofit that we're treated like part of the team. Not only does this help us do our job more effectively, it frees you to focus on running your organization.

## Before you make the ask, there has to be a plan.

“The Ask” is a term frequently used in our business. Ideally, it’s the culmination of the appropriate planning and preparation at the point where you present your nonprofit’s case and gift request to a potential donor.

### **The key word here is “planning.”**

Before we embark upon any major fundraising, The Curtis Group conducts a thorough planning study. This study is an indispensable component of any fundraising, because it provides the blueprint for your entire effort and a preliminary measure of its potential success.

In this study, we conduct dozens of confidential, one-on-one interviews with select volunteers, staff, philanthropists, and community leaders. We determine the challenges and identify the strengths – and potential weaknesses – of your organization.

And, we estimate just how much money “The Ask” could realistically generate if the campaign is properly planned and executed.

**When we’re confident that you’re prepared, we move into defining the scope, goals, and action steps of your fundraising.**

Other questions answered through our study include:

- What is the community’s perception of your organization?
- Is there a clear case for initiating a fundraising effort?
- Are your volunteers willing to give of their time?
- Do you have committed leadership to head the fundraising?
- Is your development infrastructure sufficient to support the effort?
- Are there enough qualified prospects willing to give financial support?
- What is a realistic fundraising goal?

All of these issues are addressed in a comprehensive report, along with our recommendations. It’s also important to mention that if we believe your nonprofit is not sufficiently prepared for fundraising, we will identify problem areas and work with you to strengthen your organization’s effectiveness.

## Then we roll up our sleeves and go to work.

Not only can fundraising be scary, it's also taxing. But with proper planning, we'll formulate a realistic long-range strategy and set achievable short-term goals, both of which will set your mind at ease.

**And, yes, we are there when you ask major potential donors for money. That's part of our job. We'll explore their altruistic history, their funding habits, and their interests.**

Together, we'll help them understand the nature of your nonprofit, its value to the community, and the need for their support in your campaign.

Members of The Curtis Group can even be available on site when necessary.

Our team members, in effect, become your right arm, working to:

- Determine strategies to build your development capacity
- Facilitate the creation of development and strategic plans
- Organize and advise you on the execution of your fundraising
- Train board members, volunteers, and staff
- Evaluate and assist in creating your prospect list
- Recruit leadership and volunteers for fundraising committees
- Formulate board recruitment and donor cultivation programs
- Provide counsel on lead and major gift solicitations
- Develop gift reporting and systems for volunteer solicitors
- Institute procedures for contributor gifts and pledge acknowledgments
- Create proposals for individual, corporate, and foundation gift prospects
- Provide counsel on establishing a planned giving program

**And, ultimately, enabling you to achieve your fundraising goal.**

# **Giving is an emotional response. You have to tell a compelling story.**

In a perfect world, every worthy charity would receive the funding it so richly deserves. Unfortunately, more and more organizations are going after a limited amount of charitable dollars.

Which brings us back to “The Ask” and the art of the approach. Not only is The Curtis Group a team of seasoned fundraising professionals, we’re also expert communicators: adept in marketing, public relations, copywriting, and graphic design.

It’s our job to tell your story in the most personal and compelling way. So the fundraising materials we create for you are inviting, user-friendly, and – most of all – persuasive.

## **Let’s talk money. Because our track record speaks volumes.**

Money – we’re not embarrassed to bring up the subject. It’s what we do, and we do it well. So think of a number. And let’s talk about what that number means in terms of your organization’s survival and growth. Let’s talk about your impact on the community and how that number will increase your effectiveness. And then let’s put pencil to paper and develop a plan – an obtainable, scientific, artful plan – to achieve that number.

We welcome the chance to work alongside you toward reaching that goal.

### **The Curtis Group’s Services**

- › Fundraising planning studies
- › Campaign counsel & management
- › Capacity-building counsel
- › Ongoing major-gifts programs
- › Development assessments
- › Board training sessions & workshops
- › Strategic planning & retreats
- › Planned giving counsel
- › Campaign marketing & communications
- › Executive search services

**Contact us today. And become our newest success story.**

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PLANNING › FUNDRAISING › MARKETING



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PLANNING • FUNDRAISING • MARKETING

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