

the
Art
&
science
of
FUNDRAISING

THE CURTIS GROUP

The **business** of

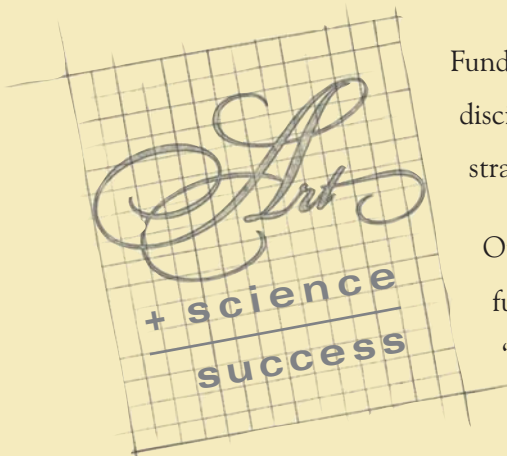
RAISING MONEY.

To be successful, non-profit organizations must think and operate like any other business. They must plan for the future, evaluate their strengths and weaknesses, study and measure their audiences, and develop timelines and strategies for growth. And they must understand how best to communicate with – and influence – those who have the most direct effect on their bottom line.

The Curtis Group understands this and has developed proven methods of applying business practices to non-profit organizations. While our client list is broad – spanning arts and cultural groups, health and human service agencies, universities and community colleges, private schools, and educational, religious and community foundations – our mission is specific.

It's our job to partner with these groups, help plan their future, build awareness and ultimately fulfill their financial objectives by doing one of the most challenging tasks:

raising substantial amounts of money.



Fundraising is both art and science. As consultants, we integrate disciplines like research, planning and measurement with creative strategies on approach, timing, and messages of communication.

Our formula has proven itself again and again in dozens of fundraising efforts. As a result, many of our clients have become “repeat customers,” engaging our services in successive – and successful – campaigns.

To date, The Curtis Group has helped raise more than \$200 million through annual, capital and endowment campaigns.



That's why we provide a steady supply
of LEADERSHIP and PARTNERSHIP.

Keith Curtis founded The Curtis Group in 1989 to provide personalized development services for non-profit organizations.

Since that time, we've worked (and achieved great success) for some fairly major organizations. But where we've found the greatest need for our services are small to mid-size non-profit groups that require – and benefit from – greater flexibility and a more personalized approach.

We understand that the day-to-day operation of a non-profit organization is demanding enough without the added responsibilities of a major fundraising effort.

So we are there. For you. With you. To the point where we often become so familiar and integrated with your organization that we find ourselves treated like part of the team. This helps us do our job more effectively and frees you to focus on running your organization.

Before “THE ASK,” there’s “THE PLAN.”

“The Ask” is a term frequently used in our business. Ideally, it’s the culmination of a great deal of planning and preparation at the point where you (the non-profit organization) present your case and your request to your audience (the potential contributor).

The key word here is “planning.”

Before we embark upon any major fundraising effort, The Curtis Group conducts a thorough campaign analysis. The campaign analysis is the most important component of any fundraising effort we undertake, because it provides the blueprint for your entire campaign and a preliminary measure of its potential for success.

In this study, we conduct dozens of confidential, one-on-one interviews with volunteers, select staff and key community leaders, including corporate and charitable foundation representatives. We determine the challenges and identify the strengths – and potential weaknesses – of your organization. And, most importantly, we estimate just how much money “The Ask” could realistically generate if the campaign is properly planned and executed.

There are many factors that affect the success of this undertaking:

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

All these issues are addressed and compiled in a report, along with our recommendations. It’s important to mention that, if we believe an organization is not sufficiently prepared for a fundraising campaign, we will identify problem areas and work with that organization to strengthen its effectiveness.

When we’re confident that your organization is prepared, we work with you to define the scope, goals and key steps of your campaign.

Then we roll up our sleeves

AND GO TO WORK.


Not only is fundraising scary, it's also taxing. But with proper planning, we can formulate a long-range strategy based on the campaign analysis and set realistic short-term goals.

Members of The Curtis Group are available as needed: on site full time, when necessary, or part time, when sufficient. But we always want to be sure you are well-equipped and prepared.

Our team members, in effect, become your right arm, helping you by:

- Creating your campaign strategy
- Organizing and advising you on the execution of your campaign
- Evaluating and assisting in the development of your prospect list
- Recruiting campaign leadership and volunteers for campaign committees
- Training board members, solicitors and staff
- Formulating a donor cultivation program
- Providing counsel on lead and major gift solicitations
- Developing gift reporting and systems for volunteer solicitors
- Instituting procedures for contributor gifts and pledge acknowledgments
- Creating proposals for individual, corporate and foundation gift prospects
- Providing counsel on establishment of a planned giving program

And, ultimately, helping you achieve your campaign goal.



Giving is often 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 contribution 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 our campaign materials are inviting, user-friendly and – most of all – persuasive.

These tools tell the reader:

- Who you are
- What you do
- Whom you serve
- What you need
- How this contribution will benefit the community

It’s a vital part of the fundraising process, and it makes “The Ask” all that much easier. Not only do we prepare these materials, we help your organization use them most effectively.

And, yes, we are there when you ask major potential contributors for money.

That’s part of our job. We’ll explore their altruistic history, their funding habits and interests. And, together, we’ll help them understand the nature of your organization, its value to the community and the need for their support in this campaign.

Let’s talk 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

Our business is raising money.



THE CURTIS GROUP

PLANNING • FUNDRAISING • MARKETING

2512 Shepherds Lane • Virginia Beach, Virginia 23454 • (757) 496-2224 • www.curtisgroupconsultants.com