

Proposal Summary:

When a ministry like CEI sets new and challenging goals careful planning and implementation of strategy are required. Sound fundraising counsel with ability and expertise are vital. PAX looks forward to working with CEI to advance your statement of mission. This will be accomplished by leading CEI through the following four processes:

1. Strategic Planning:

PAX will guide CEI through the disciplined effort of a strategic plan that produces decisions and actions which will shape and guide the station's future. Our planning process is progressive and results in growth through the birthing of great dreams backed by sound plans. We will help you take the risk of seeing the future and make sure that you chase it with all your heart.

2. Case Development:

Making the case is the quintessential development task for any nonprofit. The process of determining case elements must reflect the unified vision of all the individuals responsible for institutional stewardship. PAX will assist CEI in the creation of a case for support that engenders donor confidence communicating that your institution and project are worthy.

3. Major Gifts Startup:

PAX's Major Gifts Startup Program assists new and existing donors accomplish their personal goals by investing financially in your cause. CEI will learn how to effectively secure 5, 6, and 7 figure gifts by teaching you how to MEET THE RIGHT PEOPLE, MAKE NEW FRIENDS, TELL YOUR STORY, and ASK FOR THE BIG GIFT. This donor-driven approach celebrates financial investors and their impact on the community.

4. Annual Fund Campaign:

Annual fund campaigns are the primary fundraising method used to broaden support, upgrade giving levels, and provide operating support for on-going programs. PAX integrates current fundraising promotions with major gifts cultivation to form a single development system that works and really raises money.

Ninety Day Deliverables - Major Gifts Startup Performance Model:

1. Establish Donor-Driven Philosophy of Development
2. Write or revisit organizational strategic plan
3. Calendar one year advancement agenda
4. Create major donor prospect file
5. Determine non-fundraising awareness/visibility event
6. Establish host committee for visibility event
7. Create personalized invitation package
8. Program non-fundraising awareness event
9. Move organization through case development process
10. Establish major gifts membership vehicle/society

Client Service is accomplished through:

1. Individual Training and Skills Transference - Onsite Visits
2. Calling Partnership for Training Purposes – Donor Presentations, Foundations, Corporations, Etc.
4. Participatory Management via Fax, Phone, and Modem - Monthly Accountability to Tasks
5. Board, Auxiliary, and Volunteer Training – Small group presentations to key individuals
6. PAX Training Resources – Manuals & DVDs
7. CFRE Preparation and Training (Certified Fund Raising Executive)

The following income thrusts will be implemented throughout the organizational relationship:

Development Planning:

Development Audits
Development Calendar
Case Development

Public Relations:

Advertising/Promotions
Communication Assessment
Corporate Identity/Graphics
Marketing/Positioning
Publication Development
Internet Promotion

Major Gifts:

Major Donor Cultivation
Proposal Writing
Solicitation Training
Foundation Solicitation
Local Business Cultivation
Corporate Cultivation

Special Events:

Awareness Promotions
Golf Tournaments
Charity Auctions
Annual Banquets

Project Management:

Program Reporting and Analysis
Database Management
Workflow Analysis

Local Church Cultivation:

Missions Board Presentations
Pastors Receptions/Breakfasts
Church Cultivation Materials

Feasibility Studies:

Focus Groups Leadership
Individual Interviews
Data Compilation and Presentation

Capital Campaigns:

Campaign Calendar
Case Development
Communication Tools
Management and Accountability

Church Stewardship Campaigns:

Planned Giving Seminars
Congregational Presentations
Case Development/Feasibility Study

Targeted Mail:

Direct Mail Appeals
Newsletter Development
Receiving Promotions
Living Memorial Giving
New Donor Acquisition

Planned Giving:

Estate Planning Solicitations
Program Marketing
Planned Giving Instruments

Church Stewardship Campaigns:

Planned Giving Seminars
Congregational Presentations
Case Development/Feasibility Study

Overall Non-Profit Management:

Strategic and Long Range Planning
Board Development/Volunteerism
Staff Development and Hiring
Organizational Management
Fund-Raising Ethics