

# 2010...Looking Ahead

As the new year begins and you look back at 2009 and the many challenges you managed to meet, we hope this finds you looking forward with a positive “can do” perspective.

Eisenhart & Associates is pleased to offer major gift support services that you may find helpful as you continue to do all that you can to ensure the financial success of your organization.



## THE RIGHT STUFF

*Having the **RIGHT** person...ask the **RIGHT** person...for the **RIGHT** amount...at the **RIGHT** time...for the **RIGHT** project* is critical to using precious staff and volunteer resources wisely. To do this, you usually need more information than you have. Typically there are 4 ways of getting the information:

### **DONOR HISTORY ANALYSIS & REVIEW**

E&A will help you find the “cream in your crop.” For a reduced flat fee of \$495, E&A will provide 5 hours of analysis and consultation to identify which of your existing donors are the most “eligible” to be approached for a major or planned gift.

### **RESEARCH**

E&A now provides individual research reports at special budget-minded prices to assist you with prioritizing your major gift prospects: \$495 flat fee for instructions and sample report analysis; \$20/report requested, for up to 35 reports; \$15/report for up to 75 reports and \$10 per report for 76 or more reports.

### **PEER REVIEW**

E&A can conduct a peer review session for your organization and train you to conduct them successfully. These sessions identify eligible prospects, gather the needed information to help you create viable strategies for each probable donor and get your board and/or development committee in the rhythm of “feeding the major gift pipeline.” Fees range from \$1750-\$2950. Proposals are available on request.

### **FEASIBILITY STUDY**

Feasibility studies interview key donors to “test the waters” with a specific case for major capital support. From the information collected we project what is possible to raise from your current constituent base. Fees range from \$14,500-\$22,500 depending on the number of interviews conducted and the depth of detail desired in the summary report. Proposals are available on request.



## RETURN ON INVESTMENT

If there is one area that is worth investing in during this economy, it's your major gifts program. Your cost per dollar to raise the money is the lowest of all fundraising methods and the return on your investment of time and energy is the highest.