



## **Offer of Consulting and Educational Services**



- >> Analyses of Environment & Identification of Funds**
- >> Fundraising Strategies and Plans**
- >> Fundraising Consultations and Evaluations**
- >> Development of Fundraising Tools**
- >> Fundraising Education**
- >> Communication and Relationship Building**
- >> Organizational Audits and Analyses**
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## **>> Analyses of Environment and Identification of Funds**

- **Are you starting a non-profit organization but do not know how to finance it?**
- **Would you like to conduct a public benefit activity, but do not know how to cover costs?**
- **Do you need to diversify funds and strengthen your sustainability but have not been very successful?**

Together with you we will analyze the environment, challenges and on-going changes that you are facing. We will identify the best sources for your organization or project, and prepare an analysis of where and how best to raise the funds. We have extensive experience with various methods of funding of non-profit organizations and public benefit activities. Our information will help you quickly navigate through a maze of funding opportunities and pitfalls.



## **>> Fundraising Strategies and Plans**

- **Would you like to start a fundraising program to generate support from various sources, but do not know how?**
- **Do you need to upgrade your strategy for mobilising resources and lack inspiration or ideas?**

We will help you develop a detailed fundraising strategy and plan for your organization that are prerequisites for your success. We will identify resources to develop a fundraising program for the benefit of your organization. Our consultant may then cooperate with you short- or long-term in their implementation based on your needs and requirements.





## >> Fundraising Consultations and Evaluations

- **Are you an organization with an existing fundraising program, but it is not developing to your expectations?**
- **Do you need to assess (evaluate) your fundraising activities and need an outsiders' view?**

Together with you we will evaluate your current fundraising strategy and tools used in order to increase effectiveness and achieve the best results. Assessment of the situation by an outside observer may be an effective way how to detect problems hardly seen from your internal perspective. We can help you find answers to questions about mobilizing resources and strengthening your organization's sustainability.



## >> Development of Fundraising Tools

- **Would you like to expand your fundraising program with new tools, but do not have enough experience or information?**
- **Are you inspired by new trends and challenges in the environment, but lacking enough courage to implement new approaches?**

We provide consultation and expert assistance in starting and implementing not only these fundraising tools:

- **Direct mail** – raising funds through sending letters;
- **Corporate fundraising** – raising funds from companies;
- **Institutional fundraising** – raising funds (grants) from institutional funders and organizations;
- **Public collections** – raising funds from general public;
- **Online fundraising** – raising funds through the Internet and social media;
- **Mobile and digital fundraising** – raising funds through mobile devices and other digital tools.





## **>> Fundraising Education**

- **Do you need to improve your knowledge of fundraising and its techniques, but lack necessary information and ideas?**
- **Want to strengthen your fundraising program with new methods and tools, but miss inspiration and new approaches?**

We provide non-formal education for professional fundraisers and those interested in raising funds for non-profit organizations and public benefit projects. In cooperation with the leading Slovak and foreign fundraising experts we organize open trainings on various fundraising topics, which are designed for both beginning and experienced fundraisers. We create opportunities for informal networking and training of professionals in the Fundraisers' Club and fundraising conferences. We can offer specific trainings in fundraising and financing custom-tailored to your needs.



## **>> Communication and Relationship Building**

- **Do you want to acquire new donors and partners, but do not know how to attract them?**
- **Do you need to strengthen relationships with existing supporters and increase their donations, but fail to communicate effectively with them?**

Building a brand, credibility and transparency is essential for building relationships, making friends and turning them into supporters. We will help you define communication strategies suitable for your organization and appropriate communication messages. We will gladly partner in building your brand. Effective communication will help gather supporters and donors, and build and develop long-term relationships with them. They are the prerequisite for increasing fundraising revenues and strengthening the sustainability of your organization.





## >> Organizational Audits and Analyses

- **Does your organization face challenges of more effective operation and management, and need to get navigated?**
- **Do you need to evaluate your organization's management, and lack an opinion from an independent expert?**

Interviews with key stakeholders and mapping the organization will help you map out your current situation. Depending on your needs, we will identify key challenges you are facing as well as opportunities and risks in the external environment. We will help you define objectives in management and financing for the future. A development strategy for your organization can propose actions to meet your objectives while pursuing your organization's mission. Our consultants will offer recommendations and work with you to formulate the necessary steps to improve your organizational operation and strengthen financial sustainability.



## >> Project Management

- **Do you need to compose a proposal or manage a project which will help you sustain your mission, but do not have enough experience?**
- **Do you want to implement larger or longer-term projects, but do not dare to upgrade your project management to a higher level?**

Our experienced consultants can help you compose your project proposal taking into account particular calls or grant conditions of various institutional funders and private donors. Together we help your organization clarify its goals and objectives. We will adjust the project proposal according to your requirements (including defining the vision, formulating priorities, objectives, activities, timeframe, measurable indicators of performance). We may also compose a detailed budget, or other necessary documents or attachments (interim or final narrative reports, financial report, etc.).





## >> Cooperation with Business

- **Are you facing a challenge of finding a business partner, and lack enough commitment or courage?**
- **Not sure whom to choose as your business partner, how to reach out to them and how to develop a mutually beneficial partnership?**

Identifying of suitable business partners and approaching them for cooperation requires good orientation and knowledge of the market situation and opportunities. It needs high quality preparation, courage to reach out and professional demeanour. We will help you prepare and work with you to approach companies that are most promising for you. We will brief you before an initial meeting; possibly we could attend the meeting with you. We will help you in other phases of the partnership development and move your cooperation to the satisfaction of all parties.



## >> Social Enterprise

- **Are you thinking of using your own capacities and abilities to generate independent resources, but do not dare to start it up?**
- **Would you like to develop your own business activities, but do not know what it could mean for your non-profit organization?**

Non-profit organizations have an opportunity to diversify sources of funding by generating their own income in so-called self-financing or social entrepreneurship. We can help you with identifying best business opportunities in the market, and creating a business plan or its implementation. It will of course reflect your priorities and organization capacities. We could orient you in various options of self-financing and revenue-generating strategies that can enhance your sustainability.





## **>> Corporate Responsibility**

- **Is your company considering responsible business practices and searching for an inspirational and reliable partner from the non-profit sector?**
- **Do you need to upgrade your community involvement program to a new level and would welcome consulting assistance?**

We can help you define appropriate areas of community involvement, objectives and strategies to achieve them while promoting cooperation with partners and dialogue with key stakeholders. We are familiar with the situation in business-non-profit partnerships, as evidenced by number of implemented projects and analytical publications. Together with you we will define policy for your community involvement and support of stakeholders. Your company can participate in a win-win social change and thus strengthen positive relationships with your target groups. It will bring added social value to your business and help differentiate from similar projects of your competitors.

