

FUNDRAISING CONSULTING SERVICES

A. Introduction:

At The Fundraising Agency (TFA), we offer comprehensive Fundraising Consulting services tailored to the unique needs of our clients. Our mission is to empower charities and organizations alike to maximize their impact through sustainable philanthropy initiatives. We specialize in strategic fundraising consulting providing expert guidance to charities and organizations alike seeking to optimize their fundraising efforts. From developing tailored fundraising strategies to implementing effective campaign management techniques, we work closely with our clients to drive results and achieve their fundraising goals.

Our consultation services are provided directly by our Co-Founders:

- **Maud Glemot:** Head of Givergy APAC for the past 9 years, she supported more than 200 charities and organizations in France, Hong Kong, Singapore, Cambodia, Australia, New Zealand and Japan in their fundraising journeys. She has directly offered fundraising services to more than 500 fundraisers (Galas, Auctions, Exhibitions, high profile donor gatherings, and other types of Fundraisers). As a dedicated industry expert, she is committed to making every event not just successful, but truly impactful.

- **Peyami Kalyoncu:** Former diplomat with an experience of two decades at high positions, he leads the Agency's Fundraising Host, Charity Auctions, Networking and VIP engagement programmes. As The Fundraising Host, he goes on the stage for our clients. He connects with the cause, designs an impactful strategy, plans the Pledge Drive (Live Donations) moment and uses Givergy's features at their best during the events to maximize the impact of fundraisers. As The Fundraising Host, he enriches the Pledge Drive ceremony with creativity and entertainment, transforms giving into a fun experience and helps to deliver impactful and memorable events.

B. Engagement With Organizations

1. Strategic Philanthropic Consulting:

We offer tailored strategic consulting services:

- **Fundraising Strategy Development:** In close consultation with organizations' internal team, we help develop a comprehensive fundraising strategy with a view to attracting more sponsors and patrons, as well as reaching out to more potential donors.

- **Audience Segmentation:** Identify different segments of organizations' supporters and followers, and assist in creating tailored communication strategies targeting smaller defined groups to maintain and strengthen their engagement with organizations. This helps attract new potential sponsors, patrons, enthusiasts and followers.

- **Best practices:** At every stage we leverage our expertise in proposing fundraising best practices.

- **Fundraiser / Event consulting:** We offer tailored guidance and strategic advice to optimize every aspect of organizations' fundraisers, from planning to execution, with the digital and offline tools that we offer.

2. Donor Search & Data Acquisition:

We

- provide concrete data on high-level influential individuals who can be invited to organizations' prestigious exhibitions and events based on thorough research,

- deliver as detailed as possible profiles of potential patrons, including contact information, interests, and previous philanthropic contributions,

- utilize our experience to identify potential sponsors and patrons who align with the organizations' mission and value.

- utilize AI tools to offer tailored solutions with a view to identifying donors who are not just aligned with organizations' cause, but also most likely to contribute. By integrating wealth data, donation history, and their engagement level with organizations, we provide strategic insights on whom to approach, the optimal time for outreach, and the potential donation size.

3. Event Planning and Management:

We are your ultimate partner for creating unforgettable events. From fundraisers to gala dinners, conferences to corporate events, we provide comprehensive Event Services to ensure seamless execution and exceptional outcomes.

When it comes to fundraisers, we have all the expertise and tools in hand to plan and execute every detail of your fundraiser. Furthermore, we assist the organizations' team in organizing formal and informal gatherings to facilitate networking and relationship-building with potential sponsors and patrons. We offer guidance on structuring future fundraising events, such as galas or donor meetings, to maximize impact and engagement.

Our Dedicated Project Management (DPM) service is designed to ensure your fundraising journey runs seamlessly. Our DPM service is built on experience accumulated from thousands of campaigns run globally with different types of events/campaigns. DPM service includes 1-2-1 service with you directly to get the most out of the Givergy platform, and the #1 focus is to help you raise more. Our Premium and Signature Event Packages already include DPM as part of the package. Please click for the details of the DPM service.

Our Host & Emcee Services guarantee a captivating and engaging atmosphere, with skilled professionals adept at energizing the crowd and keeping the event flowing smoothly.

Through our Event Consulting expertise, we offer personalized guidance and strategic advice to optimize every aspect of your event, from planning to execution.

Our Event Management team handles all logistical aspects with meticulous attention to detail, ensuring that your vision is brought to life flawlessly.

With our dedicated Event Staff, you can trust that every aspect of your event will be professionally managed, from setup to tear-down, allowing you to focus on enjoying the occasion.

Whether it's a fundraiser, gala, conference, or corporate event, TFA is committed to delivering unparalleled service and exceeding your expectations every step of the way.

4. Capacity Building:

We support organizations' in building internal capacity for fundraising initiatives by providing training and resources as needed. We offer ongoing support and collaboration to ensure the successful implementation of fundraising strategies and events.

5. Tangible Deliverables:

- i. **Comprehensive Fundraising Strategy Document:** A detailed plan outlining specific fundraising goals, target audiences, fundraising tactics, and timelines.
- ii. **Prospect Research & Profile Report:** Research findings on potential sponsors, patrons, and donors, including contact information, interests, and giving capacity. Report contains as many as agreed high-level individuals who align with organizations' mission and values. Each profile is aimed at including detailed information such as contact details, professional background, interests, philanthropic contributions, and any relevant affiliations or connections. This report serves as a valuable resource for the organizations' outreach efforts and relationship-building with potential sponsors, patrons, and donors.
- iii. **Strategic Action Plan:** Step-by-step guidance on implementing the fundraising strategy, including resource allocation, team responsibilities, and monitoring mechanisms.

- iv. **Training Materials:** Educational resources and training sessions to empower the internal team with fundraising best practices.
- v. **Audience Segmentation Report:** Detailed analysis of organizations' supporter base, including demographic, psychographic, and behavioral segmentation.
- vi. **Tailored Communication Strategy:** Customized messaging framework and communication plan targeting specific audience segments to enhance engagement and attract new supporters.
- vii. **Content Calendar:** A content schedule outlining key messages, themes, and outreach activities tailored to each audience segment.
- viii. **Best Practices Guide:** A comprehensive resource document compiling industry best practices in fundraising, donor relations, and event management.
- ix. **Ongoing Consultation:** Continuous guidance and support from our experts, providing insights and recommendations based on current trends and successful strategies.
- x. **Fundraiser Planning Toolkit:** A toolkit containing templates, checklists, and guidelines to facilitate the planning and execution of fundraising events.
- xi. **Event Planning Guide:** A comprehensive guide outlining step-by-step instructions, timelines, and best practices for planning and executing fundraising events, including galas, donor meetings, and networking gatherings.
- xii. **Event Concept Proposal:** Development of creative concepts and themes for fundraising events tailored to organizations' mission and audience.
- xiii. **Event Logistics Checklist:** A detailed checklist covering all aspects of event logistics, including venue selection, catering, entertainment, audiovisual requirements, and attendee management.
- xiv. **Networking Opportunities Report:** Identification of key networking opportunities and strategies to facilitate relationship-building with potential sponsors, patrons, and donors during exhibitions and other events.
- xv. **Customized Event Proposals:** Tailored proposals for specific fundraising events, including event objectives, budget breakdowns, and marketing strategies.
- xvi. **Personalized Consultation Sessions:** One-on-one advisory sessions with our fundraising experts to address specific challenges and optimize event strategies.
- xvii. **Post-Event Evaluation:** Analysis of event outcomes and recommendations for improvement, including attendee feedback and fundraising performance metrics.
- xviii. **Regular Follow-up Meetings:**
 - a. **Monthly Progress Reviews:** Schedule monthly meetings to review progress on fundraising initiatives, discuss challenges, and adjust strategies as needed.
 - b. **Action Plan Updates:** Update the fundraising action plan based on feedback and insights gathered during follow-up meetings, ensuring alignment with evolving goals and priorities.
 - c. **Strategy Refinement:** Use follow-up meetings to refine and fine-tune fundraising strategies, incorporating lessons learned and emerging best practices.

- d. **Performance Tracking:** Review performance metrics and KPIs during follow-up meetings to track fundraising outcomes and identify areas for improvement.
- e. **Stakeholder Engagement:** Engage key stakeholders, including board members, staff, and external partners, in follow-up meetings to ensure alignment and collaboration across all levels of the organization.
- f. **Knowledge Sharing:** Facilitate knowledge sharing and learning opportunities during follow-up meetings, allowing organizations' staff to benefit from the collective expertise and insights of our fundraising consultants.
- g. **Accountability and Support:** Provide ongoing accountability and support to organizations' staff, holding them accountable for implementing fundraising strategies and offering guidance and assistance as needed.

C. PR & Social Media Consulting Services:

1. PR:

Integrated, consistent and target oriented PR is essential for every fundraising journey.

We collaborate closely with organizations' PR teams and agencies to craft compelling fundraising messages that spotlight their unique value proposition, mission, and community impact. By aligning our efforts, we help amplify their voice and drive meaningful support for their causes.

We believe ensuring consistency across all communication channels for organizations is of critical importance. In particular, when it comes to the event publicity and promotion, we help develop a comprehensive plan to publicize organizations' fundraising related activities through media partnerships, event listings, and targeted promotions. This helps maximize attendance and engagement to fundraising initiatives through strategic PR efforts.

2. Social Media Amplification:

We utilize our expertise to coordinate PR efforts with organizations' social media strategies to amplify key messages, coverage, and announcements across digital platforms. We help leverage social media channels to engage with followers and drive awareness.

3. Crisis Communication Preparedness:

We help organizations develop a crisis communication plan to address any potential issues or controversies proactively. We provide media training for key spokespersons to effectively navigate media inquiries and manage reputational risks.

4. Measurement and Evaluation:

Every PR campaign requires establishing key performance indicators (KPIs) to measure its success, such as media mentions, audience reach, website traffic, and social media engagement. We help organizations regularly evaluate and analyze results to optimize future PR efforts.

5. PR & Social Media Consulting Deliverables:

- i. Strategic PR plan outlining goals, target audiences, messaging, tactics, and timelines.
- ii. Contributing to press releases for major exhibitions and events.
- iii. Contributing to the thought leadership articles or op-eds placed in relevant publications.
- iv. Fundraising related social media content calendar aligned with general social media content planning, PR messaging and activities.
- v. Fundraising related crisis communication plan and media training materials.
- vi. By integrating PR into our strategic consulting, we help organizations elevate their visibility, enhance their reputation, and achieve their goal of becoming leading advocates for their causes.

D. Conclusion:

We provide tailored fundraising consulting services to maximize the impact of charities and organizations. We offer strategic philanthropic consulting, detailed data acquisition, comprehensive event planning and management, and capacity-building support. Their approach includes developing customized fundraising strategies, utilizing AI tools for donor identification, and offering dedicated project management and event staff to ensure seamless execution. We also offer PR and social media consulting to elevate organizational visibility and enhance reputation.

In conclusion, our comprehensive and strategic tailored consulting services empower organizations to advance their missions and elevate their prominence in their respective causes. Through strategic philanthropic consulting, innovative data acquisition, meticulous event planning, and integrated PR and social media efforts, we ensure impactful and sustainable fundraising outcomes. With the expertise and dedication of their experienced team, we stand as a valuable partner in driving meaningful support and achieving organizational goals.

With our strategic guidance and partnership, organizations are empowered to maximize their impact, strengthen their relationships within their communities, and achieve their fundraising objectives with confidence and efficacy.