

NON-PROFIT RECESSION

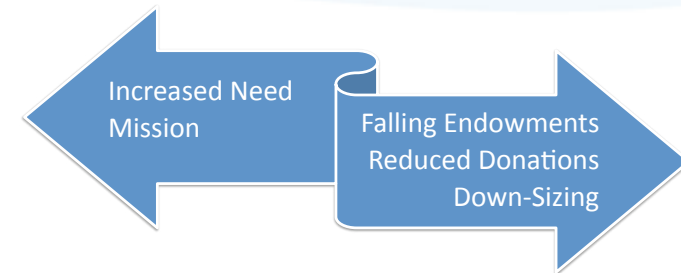
While you cannot control Wall Street and the total size of the donation pie, you **can** maximize your piece and secure the money and individuals required to fulfill your mission!

- Assess your stakeholders to ensure your programs target the most necessary areas in your community
- Identify a long-term strategic vision and plan for success
- Create a long-term fundraising strategy, diversify your donor-base and protect against future crises
- Develop a short-term fundraising strategy to support the organization in the short term
- Empower your employees to maximize their effectiveness and increase their value
- Create a story of success in your community and help people to tell your story



P.O. Box 461
Hudsonville, MI 49426

T. 616.481.4134
F. 616.669.9986
www.vianswers.com



The economic crisis means more need and less funding for non-profits.

How will your Executive Director respond?



1 STAKEHOLDER ASSESSMENT

Gather data from key stakeholder groups

VI has significant experience working with districts to assess their major stakeholders.

Our process will get **statistically-sound data** from throughout your community, allowing the organization to begin a **data-driven planning process** and **fundraising drive**.



2 STRATEGIC PLANNING

Develop a data-driven plan for the organization

Identify a long-term strategic vision and plan for success.

Plan grows directly out of the results of the stakeholder assessment, and includes significant involvement of internal and external groups.

This will provide your team with a solid direction they can all work towards, it will ensure the community has a sense of ownership in the organization, and build a backbone of future capital campaigns.



3 TARGETED TRAINING

Maximize your human assets

People are your most important asset. The better trained and educated your people are, the more responsibility and control they can assume. This saves you time and money.

Building on over 20 years of training experience, VI brings an interactive, case-based approach to theoretical learning.



4 TARGETED FUNDRAISING

Identify potential donors, develop a giving relationship

- Express your vision
- Build infrastructure for success
- Develop a fundraising pipeline
- Understand how to move people along that pipeline
- Develop recognition progress

5 BOARD GOVERNANCE

Develop a board that truly helps the organization

Learn what makes a good non-profit board member, and develop board members to understand how to leverage themselves for the organization. Plus, find out how to run effective board meetings.

VI has worked with non-profit organizations across the U.S. to develop plans yielding long-term success and stability.