

ALIGN

PHILANTHROPY

Leveraging Your Philanthropy Program to increase institutional impact

Consulting Services on Growth and Transformation for Nonprofit and Mission-Driven Organizations

Align Philanthropy specializes in partnering with organizations exploring growth initiatives through feasibility studies, leading to successful capital campaigns and annual fundraising expansion. We also offer coaching and consulting for 16-week calendar year-end campaigns. Our unified approach and dedication to personalized attention aim to shape robust fundraising programs for the long term.

Our definition of success revolves around empowering every organization we collaborate with to visualize your future with our unwavering support for your objectives and interests. We work together to create successful fundraising models that work for you and offer programs designed to meet your specific needs. We believe that strong organizations have equally strong, comprehensive, and engaging fundraising programs geared to support you in fulfilling your mission.

Our Services

In an effort to provide you with the fundraising guidance you need while recognizing that your organization's circumstances may have shifted during the COVID-19 pandemic, the Align team provides two models of support—our signature, tailored service in which our experts manage every element of your fundraising needs from assessment to strategic plan development and a self-driven campaign model that offers vital instruction and tools, plus access to our experts.

16-week Multi-channel Campaigns

We bring a proven methodology that combines mission-impact storytelling with specific data goals and objectives. Typically we form a team with each client and design the campaign that makes the most sense for you. Our goal is to elevate the role of philanthropy in your situational story.

Planning and Feasibility Studies

Not only can a planning study assess your organization's fundraising potential for a capital campaign, but it can also serve as a foundation for successful annual fund development, strategic planning, and capacity-building initiatives.

Capital Campaigns

The potential of a significant fundraising effort knows no bounds and is limited only by your imagination. Dare to dream big and achieve something extraordinary.

Major Gift Development

Your organization's inception was marked by visionary ideas and ambitious objectives - major gift development stands out as the most effective avenue to realize your vision. With our expertise and tactics, we can enhance your fundraising outcomes and take them to new and exciting levels.

Annual Fund

For any organization to thrive, it's essential to have a steady flow of funding all year round. Let's work together to create a vibrant annual giving initiative customized to meet your unique objectives and sustain your mission.

Sample Client Year-End Campaign Results

The campaign's goal was to grow donor and community engagement by leveraging storytelling with proven funding practices in a comprehensive campaign and raising an unprecedented level of funding. In the FY23 campaign, we were delighted to grow the donor population and build a stronger foundation for future years.

Item	FY22	FY23	difference
Revenue	\$102,093	\$162,534	+59% or +\$60,441
Gifts	112	370	+258 or 3x the gifts
Letters Sent	2,721	6,042	+3,321
Emails	10	17	+7
Campaign cost	\$6,500	\$20,885	(\$14,385)
Per letter cost	\$2.39	\$1.80	reduced
# of gifts from email	-	200	-
Response rate (email)	-	1.80%	-
# of gifts from letters	-	112	-
Response rate (DM)	-	1.85%	-

What was different this year in summary:

- Hired a consultant to guide and advise
- Created a data context for goals and measurable outcomes
- Established a weekly project calendar for each week of the campaign
- Assembled a cross-functional team (development, program, marketing) that met weekly
- Used storytelling of mission and vision
- Wrote an impact report around “you” based philanthropy
- Invested in direct mail house with variable asks
- Asked more people more often
- Created time-sensitive challenge incentives and matches
- Engaged major donor as the challenger
- Elevated role of philanthropy in institutional story
- Strengthened the organization to repeat the campaign strategy in future year funding strategies
- Combined major, individual, and all giving in the campaign
- Leveraged a multi-channel strategy for all campaign elements

CONTACT INFORMATION

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While Maryellen Gleason has been consulting with nonprofits in Southern California since 2013, Align Philanthropy was launched in 2020 as a direct response to the unmet need within the nonprofit community for customized, result-oriented management and fundraising outcomes. Align Philanthropy is a Woman-Owned Business.

Send us a message on LinkedIn, and we can speak for 15 minutes to see if this approach can help you far exceed your 2024 Development goals. Put “2024 Discussion” in the subject line.