

## FUNDRAISING COMMUNICATIONS REVIEW

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Strong fundraising communications play a significant role in energizing alumni and friends, cultivating prospects, securing more voluntary support, and stewarding donors. Grenzbach Glier and Associates (GG+A) will conduct a review of your fundraising communications and provide recommendations meant to:

- Build awareness of and support for your institution's strategic direction
- Make a compelling case for philanthropic support
- Provide development officers with messages and materials to support cultivation, solicitation, and stewardship
- Establish consistent communications themes and messages for alumni, friends, donors, and prospects
- Engage more alumni in a supportive relationship with your institution
- Achieve non-monetary goals such as increasing the number of donors, appropriately recognizing gifts, and stewarding donors

To achieve these results, GG+A will review your fundraising communications and development planning documents, conduct one day of on-site interviews, and deliver an analytical report recommending steps to capitalize on existing communications strengths and overcome weaknesses. The report will comprise four sections, each containing an analysis of existing fundraising communications efforts and recommendations for improvements. The sections are:

- Communications planning
- The case for support and the message platform
- Strategies and tactics to strengthen communications
- Organization, staffing, and resources

The professional fees for this review are usually less than \$10,000. GG+A's standard policies regarding expenses and travel costs apply. Please contact a GG+A representative at [contactus@grenzglier.com](mailto:contactus@grenzglier.com) or your lead GG+A consultant for more information.

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