

MELARBIT PARTNERS

UNLEASH THE POSSIBILITIES. FUNDRAISING AND BEYOND.

Melarbit works with organizations with little history of fundraising and philanthropy so they can begin to prepare and position themselves for major fundraising initiatives such as a capital campaign. In this case study, we coached the new director of development, to enhance the organization's fundraising programs and helped them build the infrastructure required to support it.

A new Director of Development was hired to lead the development effort of an institution that had no formal fundraising department and virtually no culture of philanthropy. Having been brought in to prepare the organization for a significant capital campaign, she recognized the need to quickly begin building the organization's capacity for such an undertaking. She contacted Melarbit Partners to help her think strategically about how she would begin to position the organization - and herself - for success.

Through a coaching engagement, Melarbit worked with the Director to map out a plan of action that included a comprehensive development assessment and creation of a fundraising plan focused on increased annual giving, elevated trustee involvement, as well as the establishment of a major and planned gift program. We also worked to position the organization for success by helping the Director to establish partnerships and collaborative relationships with senior staff and volunteer leadership – two key stakeholder groups whose support and insights were critical to the success of any development initiatives.

Over an 18 month period, the Director significantly *unleashed* the organization's (and her own) unique strengths and leveraged several critical areas of the fundraising program. This result can be seen in significant success in annual giving and major gifts as well as the upcoming launch of a planned giving program.

With a continuous eye toward the future, the institution is looking forward to launching its major capital campaign that will provide them with the expanded space they need to accommodate their growth.