

# MELARBIT PARTNERS

*UNLEASH THE POSSIBILITIES. FUNDRAISING AND BEYOND.*

*Periods of organizational transition, brought about by a leadership change, disruption in the external environment, or even a financial crisis can be extremely productive periods of change and growth, if they are identified and managed as such. Many, if not all of our most productive resource development efforts have actually coincided with a pivotal time in the organization's history as it looks to move to its next level of growth and impact.*

*In this example, we brought our client from a point of organizational disruption to stabilization as we set the foundation for a major fundraising initiative – a capital campaign - we have since completed successfully. As with many organizations, fundraising and philanthropy can be the catalyst for broader change efforts. In close collaboration with the development department and a few select members of the executive team, we successfully activated a major change effort that has re-invigorated and re-positioned the organization with its funders and other key stakeholders.*

We were approached by the CEO of a national health care organization following a period of significant organizational change, during which its focus on fundraising and philanthropy had been lost. Working closely with the CEO, Vice President, and Board of Directors we provided strategic counsel to rebuild the department's infrastructure and establish a fundraising strategy that would advance their mission - and grow the enterprise.

Melarbit began with a development audit to fully assess the fundraising program. Talking with senior staff leadership, development staff, board members and key supporters, we obtained necessary feedback to compile a plan with a special emphasis on individual major giving. Key elements of the plan included re-engaging board/volunteer leadership, instituting a gift acknowledgement process and creating a donor-centric communication plan including direct mail/online giving, a donor newsletter and stewardship. New job descriptions were also created to redefine roles and establish accountability and professionalism. A successful high-profile donor recognition event held in conjunction with the organization's annual meeting is one example of how we integrated fundraising back into the culture of the organization.

With philanthropic initiatives successfully underway, we had the opportunity to think more strategically about the organization's long-term needs. Its recent strategic planning process identified priorities that required major financial support. However, there was concern that they lacked the necessary base needed to launch a major fundraising campaign. We again worked closely with the CEO, board leadership and head of development to design, plan and implement a major fundraising campaign to underwrite this new vision. Building upon its strengths and plans for national expansion, we created a unique and somewhat nontraditional campaign structure based on affinity groups that leveraged the organization's key relationships and provided the means to engage new constituencies.

Once we secured over 80% in early leadership giving, before the campaign was officially launched, we were able to demonstrate momentum and engage other, new supporters. The campaign was extremely successful, having exceeded its goal by more than 20%, a full eighteen months ahead of schedule.

**Today, this organization is thriving, building upon its renewed sector leadership and expanded base of support that was created through the campaign to secure new revenue sources and further position themselves for long-term financial sustainability.**

**[bruce@melarbit.com](mailto:bruce@melarbit.com) ♦ 646.701.3778 ♦ [melarbitpartners.com](http://melarbitpartners.com)**