



where fundraising thrives

Fundraising has a long history in the nonprofit sector as only being bolted on when times get tough, then overlooked and ignored until financial troubles surface again. An organization rarely takes the time to ensure that fundraising is an essential part of its identity from the very beginning. Today's nonprofit organizations must turn back the clock in order to create environments where fundraising can thrive.

Decades of bad behavior will not be remedied by just recommending better behavior. The funding limitations that organizations encounter today have much less to do with fundraising strategy than with an addiction to what is efficient, predictable, and maintains the greater sense of control. Before they can expect better results, they have to pull back the curtain on their past to understand what's been getting in their way.

we are (not)

We are in the business of changing the world by redefining what it means to provide fundraising counsel in today's nonprofit sector. With our partner organizations, we focus on the long-term implementation of a holistic, meaningful and sustainable approach to fundraising. We always stand close to the field; get our hands dirty; and have the hearts of explorers, confident in uncharted territory.

We are not in the business of quick fixes to address the short-term needs of organizations in a financial crisis. We are not self-proclaimed gurus who insist on their one best way. Rather than being admired for having all the answers, we ask the right questions.

we partner

An organizational design and professional development firm in the 21st century has the opportunity to assist leaders as they navigate an increasingly complex and unpredictable world. An ideal partnership emerges from our deliberate investment in meaningful relationships and a mutual commitment to reciprocity and proximity. Our ideal partner is someone who is open to new ways of thinking, diligent in surfacing limiting beliefs and assumptions, and willing to reinvent themselves and their team.

We partner with organizations who recognize fundraising not as an art or science but who approach fundraising by design. Our partner organizations see themselves as designers of meaningful experiences for those on both sides of the charitable gift exchange. Our partners recognize that human connection and meaningful engagement are the makings of a thriving partnership.

we respond

As the fundraising profession continues to mature, so must those whose leaders turn to us for guidance and encouragement. Navigating the messiness of an uncertain world cannot be accomplished by encouraging our partners to rely on short-term, tactical, channel-specific solutions. Being responsive means providing what is timely and appropriate and ensures that our partners are not repeatedly enlisting us to provide the same service.

Being responsive requires a multi-disciplinary approach to building fundraising capacity. It demonstrates a desire for a fresh and innovative approach, a desire to be a part of a learning community associated with a reputable brand and a thriving consultancy. We are a new generation of trusted advisors, partnering with creators of organizations where fundraising thrives.

For more information, go to www.responsivefundraising.com