

MELARBIT PARTNERS

UNLEASH THE POWER OF PHILANTHROPY

BRUCE ARBIT CFRE, MPA - PRINCIPAL

Melarbit Partners works with organizations throughout the fundraising process to leverage key organizational strengths, unleash the power of philanthropy and position them for long-term success and sustainability. In this example, we brought our client from a point of organizational change to stabilization while setting the foundation for a major fundraising campaign we have since launched successfully.

A national health care organization's new Vice President of Development contacted us following a period of significant organizational change during which its focus on fundraising had been lost. We worked closely with Vice President, CEO and Board of Directors to provide strategic counsel to rebuild the department's infrastructure and establish a fundraising strategy to generate the financial support needed to advance and enhance their mission.

Melarbit Partners 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 that would begin rebuilding their fundraising program with a special emphasis on individual major giving. Key elements of the plan included re-engaging board/volunteer leadership, instituting a gift acknowledgment process and creating a donor-centric communication plan including direct mail, 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 significant example of how we worked to integrate fundraising/philanthropy into the culture of the organization.

With revenue 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 Vice President of Development to design, plan and implement a major fundraising campaign to underwrite this new vision. Building upon its strengths, we created a unique and somewhat nontraditional campaign that leveraged the organization's key relationships and provided the means to engage new constituencies.

Melarbit Partners actively guided the early leadership gift phase of the campaign which resulted in over 70% support before the campaign was officially launched and allowed the organization to increase its goal by more than 20%.

Today, our client is building upon the base of support that was created through the campaign to build a long-term, sustainable giving program in support of the organization's new vision.