

# MELARBIT PARTNERS

*UNLEASH THE POWER OF PHILANTHROPY*

## BRUCE ARBIT CFRE, MPA - PRINCIPAL

*Melarbit Partners works with organizations that have little history of fundraising so they can unleash the power of philanthropy and prepare for a major capital campaign or other significant initiatives. In this example, we worked to enhance the organization's fundraising programs and helped them build the capacity 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, the new Director quickly recognized the need to 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 key partnerships and collaborative relationships with senior staff and volunteer leadership – two key stakeholder groups whose support and insights are critical to the success of any development initiatives.

During the past 18 months, the Director has significantly *unleashed* the organization's 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.**