



## *Campaign Direction and Management*

Skystone Partners' role as fundraising counsel is to lead, teach and direct staff and volunteers and to assist in the execution of a carefully crafted campaign plan. The firm is frequently asked to assume responsibility for the management and direction of a campaign for nonprofit organizations. Skystone Partners provides services that include:

- Organizing your existing leadership with focus on campaign planning matters, policies, strategies, and enlistment of additional volunteer leadership.
- Identifying and recruiting key campaign volunteers including the preparation of volunteer job descriptions, prospect assignments and training materials.
- Developing campaign procedures, files and pledge collection systems.
- Directing the review and adoption of a carefully constructed and prioritized list of needs and development of an effective and convincing case statement.
- Preparing campaign materials, solicitation kits, brochures, giving opportunities, audiovisuals, news releases, publicity materials and public relations activities.
- Preparing basic resource development policies and procedures and conducting donor research on prospective major donors.
- Advising volunteers in the process of identification of early leadership support and directing the subsequent prospect screening, rating and evaluation process.
- Writing proposals for corporations, charitable foundations and individuals and coordinating donor/prospect cultivation and solicitation.
- Guiding volunteer solicitor training, and counseling on the approach to major donor prospects to encourage maximum support.
- Directing the organization of kickoff events, volunteer training and report meetings.
- Working with and assisting staff members with campaign office duties ranging from establishing and using record-keeping systems and pledge redemption processes to proposal preparation, budget supervision and controls.
- Providing objective ongoing appraisals of the campaign and recommending action on important issues to help keep staff and volunteers on a realistic timetable to meet projected goals and fundraising benchmarks.

Regular review meetings and periodic written reports are customarily built into the timetable.