



SPARROW SOLUTIONS  
— G R O U P —



# The Fundraising Start-up Package

*Just starting?*

*Not sure how to begin fundraising?*

*Finding yourself stalled?*

*Tired of spinning your wheels to build community support and sustain your programs? Want to grow and serve more people?*

Sparrow teaches you to grow your annual income 15-25% a year while retaining more of your donors over multiple years.

## Program Overview

***The Fundraising Startup Package*** works intensely with board and staff leadership to build a realistic annual development plan tailored to your size, staff, and skill set. Our experts then walk with you for six months consulting, advising, and monitoring to ensure your success.

### Scope of Services:

- Intensive review of your current donor data, fundraising materials, systems and forms to spot problems, project future donor giving, and ensure that you are operating under best development practices.
- A 2-Day site visit to work with leadership building an annual development plan. Includes—
  - Interviews with staff, donors, and board members to assess perceptions of mission and programs, confidence in leadership, and level of future donor commitments.
  - Creation of a one-year Annual Development Plan with giving projections for each donor group, input and outcome metrics, and cultivation strategies.
  - Meeting with the Board to present findings and plan and answer questions.
- On-call consulting for 6 months following engagement. Through email, by phone and text leadership can get immediate help to solve problems and consider new strategies.

- Access to Sparrow forms and templates for use in fundraising operations.
- Periodic articles on best fundraising practices emailed directly to you.

#### Objectives:

- Participants will receive information regarding interest, attitudes, concerns, and potential areas of growth.
- Participants will gain recommendations for system and process improvements.
- Participants will review Discovery report with written recommendations.
- Participants will receive a 12-month customized Fundraising Plan.
- Participants will develop strategies for individual cultivation and solicitation

## Materials

Materials needed are included in the fee set forth below.

## Fees

- 1) The following fees for ***The Fundraising Start-up Package*** training: \$5,000 includes:
  - a) Training for your entire team (up to 10)
  - b) Training at clinic's location with training tailored to clinic's specific needsA \$2,000.00 deposit is required to schedule training.
- 2) Expenses include
  - a) Air fare for training staff
  - b) Accommodations for training staff
  - c) Rental car for training staff
  - d) Per Diem for training staff

**Scholarships and packages available.** Please complete application for consideration.

We wish to provide quality training to all medical clinics that desire to work with our team.

If you have any questions or concerns regarding our services, please contact Ginnie Wilson (702) 925-8737.