



FUNDRAISING STRATEGIES

What are your most pressing fundraising needs? Do you have a comprehensive annual development plan to approach them? Have you fully assessed your needs against your donor base and giving history to develop realistic fundraising goals? Do you have the capacity to reach those goals?

At MacIntyre Associates, we believe that great community service programs deserve great fundraising strategies. Without them, you cannot achieve your vision. We know that “friendraising” and fundraising can be the most exciting part of leadership involvement and partnership with staff. There are many paths to a thriving and sustaining organization. We can work with you to strengthen any of your fundraising efforts as you walk that path.

Our Process

Our Associates have extensive experience in assessing fundraising programs to help you decide where to focus. From

- Annual Fund and Estate Giving to Major Gifts, we can offer you the latest approaches tailored to your donor audiences. We can help you strengthen, or even create, your annual development plan with strategies to make it a living breathing tool to track and celebrate your fundraising progress.
- We can also assist with grant writing, prospect research for individuals or foundations, and work to maximize your donor database effectiveness.
- To support all your fundraising efforts, we can help you improve your stewardship and donor cultivation programs. A creative and enthusiastic approach to thanking current donors and sharing the impact of their gifts is one of the best ways to cultivate them for future gifts. Too often, we send a standard tax letter without taking full advantage of the opportunity to share appreciation and show how donors are changing lives with their gifts.
- We can help you more fully apply both “the art and the science” of donor cultivation for stronger solicitation results.
- When you’re ready to consider a Capital Campaign, we offer 37 years of expertise in campaign planning/feasibility studies, case statement development and campaign management for Delaware Valley nonprofits

Our Result

With our analysis, plan development and management of fundraising efforts, we can help you increase your fundraising results. For campaign efforts that our firm has assessed and managed, 90% of our clients have reached or exceeded their fundraising goals. Ultimately, we will leave you in a stronger position to support yourself.

Call Us. We’d be happy to talk with you about your goals and needs and our approach. We look forward to hearing from you.

Partnering for Mission

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