

# DEVELOPMENT STRATEGY CONSULTANTS



## Development Strategy strengthens organizations to maximize the full potential of their mission.

Development Strategy Consultants (DSC) has the experience, expertise, and skills to address the needs and challenges of small to mid-sized nonprofit organizations. DSC supports organizations by generating sustainable, long-term fundraising strategies, designing annual fundraising programs, cultivating infrastructure for development departments, and leading campaigns and events.

The team has worked as development directors, gift officers, special event managers, and leaders in the design and implementation of campaigns. They have been “in the trenches” as fundraisers and served as advisors.

As a boutique firm, Development Strategy Consultants prides itself on customizing services and providing the appropriate and timely strategy to fulfill the organization’s goals.

## DSC provides a range of customizable services. We look forward to supporting your mission.



### DEVELOPMENT STRATEGY

#### Tools

- Design development plans that will maximize resources and grow to scale
- Implement tools & resources for fundraising campaigns including the utilization of a database, email marketing program and a shared drive platform

#### Evaluation and Planning

- Evaluation & SWOT analysis of resource requirements and organizational needs
- Customize capital campaign building blocks: case, leadership, prospects, and organization
- Provide prospect research, manage funding pipeline and donor relations

#### Communication

- Develop solicitation templates for various constituencies
- Design collateral materials, re-branding and messaging
- Create social media presence, build following, and manage accounts



### EVENT MANAGEMENT

- Evaluate event objectives, fundraising goals, and staffing requirements
- Establish the type of event: gala, athletic event, networking event, conference, salon dinner, board meeting/gathering
- Serve as the project manager, overseeing the production timeline and event logistics
- Provide pre & post communication support to key partners and stakeholders
- Manage outreach, tracking and follow up for event sponsors and guests
- Marketing and design of event materials and external communications



### PEOPLE

- Provide development staff training and facilitate the on-boarding process for new hires
- Serve as part-time/in-house staff
- Manage and steward volunteers, committees, and advisory groups
- Create volunteer to donor strategies converting “time to treasure”
- Develop an engagement strategy for board of directors
- Evaluate the development staffing structure for maximized team performance



*DSC demonstrated the finesse and experience necessary to encourage sponsorship from new donors, exhibited grace under pressure, and showed the innovation needed to make our event not only successful, but extraordinary!*



*We would strongly recommend Julie Helmes and Development Strategy Consultants. DSC is responsible, organized, responsive and creative. The team oversaw a large project for our organization and owned every part of it. The time leverage for us was extremely helpful, but more importantly her experience was invaluable for our organization.*

For inquiries or additional information please contact Julie Helmes at [julie@developmentstrategy.com](mailto:julie@developmentstrategy.com).

**WWW.DEVELOPMENTSTRATEGY.COM**