



List of Services

July 2008

Overview

This is a brief description of the programs and services offered by Capital Strategists Group. All are designed to help nonprofits become more effective, more financially sustainable, and better deliver outcomes that benefit their community.

Our seminars and workshops are designed to provide an understanding of the highly effective concepts of the Investment-Driven Model™ of funding, and the tools for putting these concepts into practice. Our Turnkey Solutions are more traditionally packaged fundraising services, with the important difference of utilizing the Investment-Driven Model™ as the foundation for funding.

One of the most appealing characteristics of our services is their universal application in the nonprofit world. They are as useful to the small rural nonprofit as they are to the large urban organization. They have proven their effectiveness in organizations ranging from Chambers of Commerce to religious organizations, from national museums to rural health networks, and from local youth organizations to international research institutes.

We are committed to providing you with the best, most useful tools for your total funding needs. Please contact our office for more details and a conversation about your organization's needs.

A handwritten signature in black ink that reads "Tom". The signature is stylized with a long, sweeping horizontal stroke above the letters.

Tom Ralser
Founder
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Strategies that produce results, not reports™

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Seminars

Mastering Outcomes (3 hours)

Learn how to capitalize on your organization's outcomes using CSG's Investment-Driven Model™. This session is an introduction to the proven system that unlocks the value that you deliver and communicates your outcomes in terms that potential investors understand and appreciate.

Organizational Value Proposition® Basics (4 hours)

Demonstrating the value of the good work you do has never been more important, especially in today's economic environment. OVP is the ROI (return on investment) of the nonprofit world, where the effective communication of meaningful, measurable results lead to more and larger investments.

Fundraising Foundations (4 hours)

Build a solid foundation for successful long-term fundraising using CSG's Investment-Driven Model™. Develop the campaign structure, leadership roles, benchmarks, and funding message that resonates with today's funders. This session includes the two critical components of a successful funding effort: the feasibility analysis and the campaign itself.

Using ROI as a Funding Advantage (6 hours)

Capture the attention of potential investors, especially during these difficult economic times, by developing your organization's ROI, and putting it to work in a funding context. Craft a program of work that respects your mission *and* provides potential investors with a reason to invest using specific ROI scenarios.

Developing Asking Rights™ (4 hours)

Why do some nonprofits get funded and others don't? Become successful at demonstrating your organizations value to investors and using it as an effective funding tool by developing your "asking rights". This session will focus on developing a consistent "ask message" that resonates with today's investors in nonprofits.

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Workshops

Successful Foundations for Six-Figure Asks (three 4-hour sessions)

The “ask” is often the most feared, but is arguably the most important, step in the entire fundraising process. Utilize OVP and the Investment-Driven Model™ concepts to raise *more* money *faster* by developing your investment-based fundraising message and emphasizing ROI. At the conclusion of this workshop, your organization will be able to answer the often heard question: “Why is your organization more deserving than all of the others asking for money.”

Beyond Evaluations (three 4 hour sessions + individual sessions)

Transform outcomes into funding by moving your organization from the traditional charity mindset to one of sustainable investment. Learn how to apply an ROI-based framework to identify your areas of value, communicate that value to investors, and present the results in a comprehensive Organizational Value Proposition®. By illustrating the value your nonprofit creates in your community, this report creates a compelling case for investment from area businesses, organizations, and individuals.

Sustainability Planning (three 4-hour sessions + individual sessions)

Create an effective Sustainability Plan that capitalizes on the unique talents and capacities of your organization that will become the cornerstone of future funding efforts. Sustainability Plans provide the roadmap for funding, from whom to target to how to secure their pledge, and bridge the gap between a strategic plan and actually delivering outcomes that are appealing to potential investors. Your plan will become the blueprint for moving forward with a truly sustainable organization.

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Turnkey Solutions

Independent Feasibility Valuations (8 to 12 weeks)

Determine how much money is out there for your organization, with no conflict of interest to “invent” a campaign. Ideal for those organizations that have never had a capital campaign, and want to test the waters first. An independent feasibility analysis provides a truly objective analysis of funding potential, usually involving a minimum of 50 personal and confidential interviews.

Campaign Counsel (8 to 14 months)

For those organizations needing professional assistance with their funding efforts, CSG provides a full range of campaign counsel solutions, from one-time retreats to multi-month campaigns. Areas of assistance include prospect evaluation, campaign planning, special group presentations, solicitation strategies, staff training, and complete turnkey campaign packages.

National Sponsorships (dependent upon scope)

Ideal for those organizations that draw visitors (museums, attractions, venues) or appeal to a certain demographic (associations, trade groups) where the marketing potential generated is valued by the business world. CSG determines that value, who is most likely to want to capitalize on it, and develops customized presentation packages to maximize this potential.

Sustainability Plans (12 weeks)

Strategic plans are important, but often fall short of the most important component: funding. Sustainability plans provide the roadmap for funding, from who to target to how to secure their pledge. Sustainability plans often bridge the gap between a strategic plan and an actual campaign, providing the blueprint for future successful efforts.

ROI-based Solicitation packages

Used extensively by professional fundraisers, this adds the “What’s in it for me?” aspect to your solicitations, and moves your efforts from the charity mindset to one of investment.

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Organizational Value Proposition®

A compilation of many different impact studies, carefully crafted and artfully presented to demonstrate the complete value of the organization to potential funders in both the private and public sectors. Areas examined often include:

- The organization as a business (entity impacts)
- Facility Construction Impacts
- Social Costs Avoided
- Social Outcomes Enhanced
- Visitor Impacts
- Employment, earnings, and capital investment impacts
- Spending Impacts
- Corporate Marketing Value
- Corporate Business Development Value

Customized Presentations and Speeches

Personal Presentations

For those organizations uncomfortable with approaching those individuals and corporations unfamiliar to them, CSG can be retained to make the professional “ask” for those pivotal prospects that can make or break a funding effort. This approach ensures continuity of message, clear explanation of complex material, and less risk of personal capital by the nonprofit organization.

Speaking Engagements - Sample Topics:

True Sustainability

Moving From a “Tin Cup” to an Investment-Driven Organization

The View From the Other Side of the Desk - Using ROI in Your Funding Decisions

ROI – The Key to Sustainable Funding

Using ROI to Your Funding Advantage

The Advantages of the Investment-Driven Model™ in a Tight Economy

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