

*CDS Resource Guide:*

# The Benefits of a CDS Directed Campaign



**CDS**

*Fundraising Counsel*



**You are on a solid footing with CDS** because we are there to help you every step of the way. We do not simply give you a list and say “good luck -- we will check with you from time to time” as some other firms might. We are there to provide the direction of five days per week, with a minimum of four days on site. If the need arises, we are going to be there seven days a week, making sure the job gets done properly.

CDS’ resident campaign direction is a full-service “turnkey” operation. Once our director arrives he/she will assume responsibility for the campaign. When you work with CDS, we do most everything for you and with you.

## Examples include helping you:

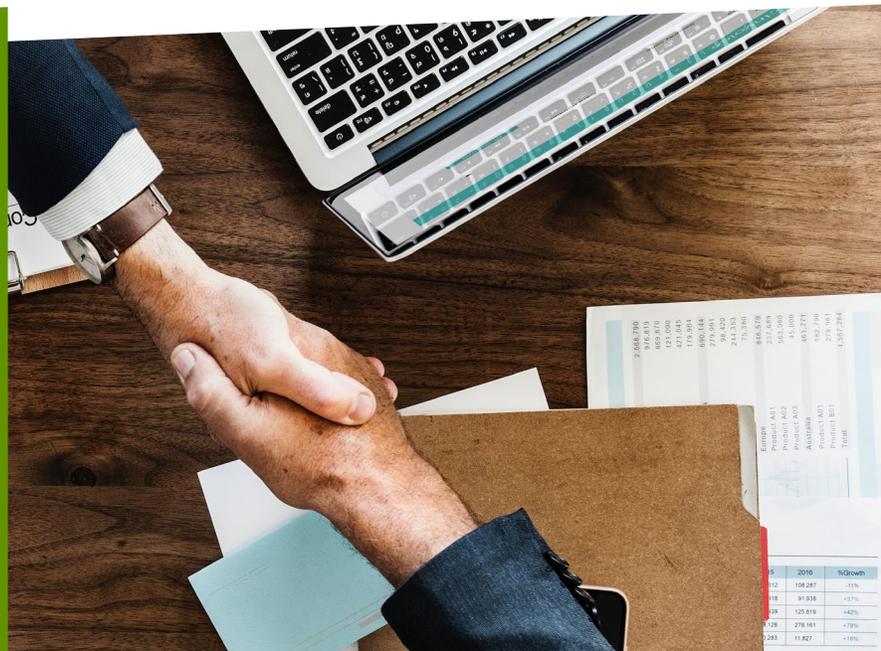
- Set a realistic and challenging financial goal;
- Design a campaign plan, organizational chart and a comprehensive timetable;
- Establish a campaign office on your premises which will have all the necessary equipment and materials to support your successful effort - the campaign “war room”;
- Define the role of your fundraising chairman, leaders, and committees and develop written job descriptions delineating the skills and qualities required for each position;
- Create and implement an integrated educational and public relations component for the campaign, including design of posters, banners, and campaign newsletters;
- Recruit and train the very best candidates for each position;
- Develop and present your case in the most effective manner- what appeals to one prospect may be repugnant to another;
- Teach you, and make you at ease with, the more effective methods of asking for gifts;
- Write and edit campaign brochures, manuals, newsletters and pamphlets with an objective of ensuring that these materials are as effective as possible from a fundraising/development standpoint;
- Work closely with outside vendors, such as graphic designers and printers, to ensure campaign materials are timely, attractive and economical;
- Determine the most challenging, yet realistic, level of request for each potential donor;



- Determine which potential donors should be approached and in what order;
- Make some of the most important calls with you to ensure the gift is requested properly. This is very different from many firms that only advise you about what to say;
- Coordinate the schedules of campaign leaders with an eye towards making certain enough requests are being made;
- Identify problems quickly and help develop solutions;
- Prepare the materials for and lead all campaign meetings, minimizing the amount of time other need to spend preparing for these, yet making certain the necessary work gets done;
- Set up a billing system, anticipate the challenges of pledge collection and be prepared to handle such problems before they lead to other problems;
- Create an ongoing program of donor tracking, cultivation and development so that, after this campaign is over the base of supporters continues to build and current donors are encouraged to give more often and more generously;
- Monitor campaign progress against the timetable. We sound the alarm if progress is insufficient to achieve success and we are there with suggested remedial action;
- Develop a comprehensive program for recognizing all donors, but especially major gift donors;
- By advising both CDS management and your management team of campaign progress and providing suggestions for improved performance;
- By being a constant source of information, direction, motivation and encouragement;
- By representing you as your professional fundraising consultant to all of your constituents- they tend to listen to the "expert" where they may discount the same advice from administrative leadership; and
- By serving as a rock solid captain - guiding you confidently to success. We are available all day, everyday to answer your questions and to help motivate your leadership;

## The list could go on and on.

With CDS as your counsel, you can breathe easier. You don't have to worry about whether you are doing things the right way. We can tell you from experience what works and what will not work. CDS will help you raise the money you need using proven, time-tested and cost effective techniques.



## Custom Development Solutions, Inc.,

offers consultation services to non-profits of all sizes across the USA and Canada in field that include strategic planning, feasibility & planning studies, and, of course, capital campaign management.

CDS builds an individualized strategic plan for each client, as every non-profit organization is unique and deserves such a customized approach to their project or campaign.

### Why set up a consultation with CDS?

- Establish whether you are ready for a capital campaign, or what steps will get you ready
- Brainstorm strategy ideas with one of the industry's leading experts
- Determine if CDS may be the help you need to make your campaign a successful one
- Take your first steps to raising the money necessary to meet the needs of those you serve in your community.

**Schedule A CDS Consultation Today!**



**CDS**

*Fundraising Counsel*

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*Strategic Planning and Tactical Execution of Capital Campaigns for North American Non-Profits*