



LAUNCH PAD by Catapult Fundraising, Inc.



Discovery (First 2 Months)

- Donor Assessment
 - 15 Interviews
 - DS Screening of current & lapsed donors
 - Database Segmentation
 - Up to 10 hours of database cleanup
- Presentation of Findings/Recommendations

Development Plan



Messaging/Collateral

- Define Areas of Impact
- Draft Case Statement & FAQs
- Design OneCard & ConnectCard



Major Gifts

- Define ASK Amounts
- Solicitation Tracker
- 20 Profiles
- Donor Pipeline & Awareness Events



Communications Blueprint

- 2 Quarterly Newsletters
- 5 Monthly E-Blasts
- Text message solicitation
- 1 Direct Appeal- Digital/Print



Infrastructure

- Gift Acceptance Policies
- Policy & Procedure Templates
- Database Best Practice
- Thank You Receipt Process
- Database Referral

You Choose One!



Planned Giving

Planned Giving Packet

- Gift Acceptance Policies
- Ways to Give
- Gift Designation Instructions
- Roles & Responsibilities
- Gift Commitment Form
- Recognition Plan



Board Development

- Identify potential board member prospects
- Board Development Packet
 - BOD Metric Scorecard
 - BOD Orientation Agenda
 - BOD Roles & Responsibilities
 - BOD Defined
 - Conflict of Interest/Nondisclosure Agreement
 - Bylaws Template (Optional)

Get In Touch

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