

DNS Associates

DNS Associates is a trusted advisor to nonprofit organizations.

Since 1982, nonprofits have relied on DNS to help them to raise money, evaluate opportunities, develop strategies, train and motivate volunteers, communicate with constituents, and use technology to improve efficiency.

Each DNS professional has many years of experience in nonprofit and business sectors.

Services

- ◆ *Capital/Endowment Campaign*
- ◆ *Feasibility Study*
- ◆ *Resource Development*
- ◆ *Community Assessment*
- ◆ *Strategy Development*
- ◆ *Marketing & PR*
- ◆ *Board Development*
- ◆ *Technology*

Capital/Endowment Campaign

Organizational Objectives

Capital/Endowment Campaigns are conducted by nonprofits to:

- ◆ Construct facilities and/or buy equipment
- ◆ Renovate or expand existing facilities
- ◆ Create or increase an endowment fund

Description

A Capital/Endowment Campaign raises money to pay for facilities and equipment and to create a long-term sustainable source of income. The decision to conduct a campaign is based on the results of a Feasibility Study that indicates that it has potential to succeed. The DNS process has raised over \$400,000,000 for 70 organizations since 1982.

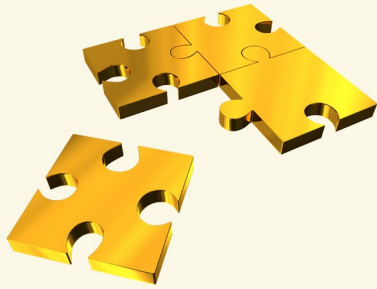
Features

The campaign is administered by DNS professionals who:

- ◆ Assist your organization to identify community leaders who drive the campaign to success
- ◆ Employ state-of-the-art research in donor and foundation prospecting and cultivation
- ◆ Facilitate the process that creates campaign marketing tools
- ◆ Train solicitors to be successful
- ◆ Campaigns From \$2,000,000 To \$30,000,000 Plus
- ◆ A campaign director works onsite as part of your campaign team to administer larger campaigns. Intranet-based tools support this full-service approach.

Campaigns Under \$2,000,000

A campaign director works onsite during critical phases of the campaign. The director provides 24/7 administration using innovative intranet project management and communications and the same process, tools, and training used in larger campaigns.



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Capital/Endowment Campaign

Benefits

DNS professional staff take the guesswork out of campaign planning and execution to ensure that:

- ◆ The community provides the necessary resources to meet the capital and financial needs of your organization
- ◆ Your organization's funding base is expanded
- ◆ Impact on day-to-day operations is minimized
- ◆ Your organization's stature in the community is elevated
- ◆ The community leaders recruited to lead the campaign become a resource pool for board development
- ◆ Campaigns From \$2,000,000 To \$30,000,000 Plus
- ◆ The DNS full-service approach used in large campaigns has enjoyed a 25 year track record of success

Campaigns Under \$2,000,000

DNS uses the same proven processes employed in larger campaigns Campaign consulting fees are lower because DNS uses intranet and telecommunications technologies to reduce the time worked onsite by the campaign director

Campaigns of up to \$2,000,000 can now afford to use professional consultants in a cost effective approach to campaign administration

The DNS Difference

DNS Associates brings experience, skills and professionalism to every Capital/ Endowment Campaign and:

- ◆ Applies a process that has been proven in communities of all sizes
- ◆ Facilitates the creation of an effective campaign team
- ◆ Defines and communicates your case using knowledge, understanding, and passion, not just the financial goals
- ◆ Involves DNS Associates' principals in each Capital/ Endowment Campaign