

### **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*

## **Resource Development**

### **Organizational Objectives**

Improving the Resource Development function is essential for any organization that wants to:

- ◆ Expand its programs and services or enter new markets
- ◆ Increase its fundraising capacity
- ◆ Strengthen its financial condition
- ◆ Improve its fundraising efficiency
- ◆ Identify new and untapped sources of support
- ◆ Increase the number and quality of its volunteers

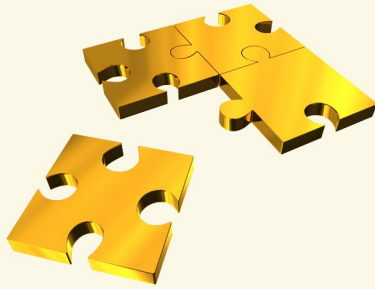
### **Description**

DNS links Resource Development to your organization's strategies and annual operating needs by evaluating present effectiveness and identifying ways to increase results. Your organization's resource needs are matched to community and internal sources of support through a resource development plan.

### **Features**

DNS improves the Resource Development process by:

- ◆ Auditing the present process
- ◆ Evaluating the resources needed to sustain the organization and deliver its objectives for future levels of service
- ◆ Identifying potential financial, volunteer and other resources
- ◆ Refining the process to make it more efficient and increase total results
- ◆ Implementing a resource development planning and monitoring process
- ◆ Researching grant opportunities and writing proposals
- ◆ Planning fundraising special events
- ◆ Delivering motivational speeches to donor prospects
- ◆ Training people in the art of successful solicitations



### **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*

## **Resource Development**

### **Benefits**

Improving your Resource Development process can help your organization to:

- ◆ Increase its total financial support
- ◆ Improve its resource development efficiency
- ◆ Identify new sources of financial, volunteer and other resources
- ◆ Increase volunteer and other resources
- ◆ Clarify the resource development responsibilities of staff, executive management and board members
- ◆ Improve the fundraising skills of your staff and volunteers

### **The DNS Difference**

DNS Associates brings experience, skills and professionalism to every Resource Development project and:

- ◆ Uses nationally-recognized fundraising expertise
- ◆ Applies experience from over 25 years of fundraising, marketing, and other projects with over 200 clients
- ◆ Identifies emerging trends in philanthropy
- ◆ Applies experience gained in executive-level management of nonprofit and business organizations
- ◆ Uses outstanding motivational speaking and development skills
- ◆ Involves DNS Associates' principals in each Resource Development project