

Affinity Resources[®] LLC

Fundraising Counsel for a Changing World

Denver Kansas City Washington DC

Toll Free: 877.320.2299 Marc@AffinityResources.com www.AffinityResources.com

Affinity Resources[®] LLC combines traditional, relationship-based fundraising with donor-focused Internet communications to produce interactive web sites, effective Email, and successful capital campaigns.

By supporting relationships Affinity Resources helps nonprofit organizations raise the funds needed to enhance, expand, and fulfill their mission. Our belief is that the greatest opportunity to change the world for the good rests with the nonprofit sector and our goal is to help change happen. When we work with you, your mission becomes our own.

Affinity Resources serves private schools, churches, health and human services organizations, associations and other nonprofit organizations.

Our development counsel helps you stay focused on your mission. With Affinity Resources you will discover special expertise in the planning and conduct of successful capital campaigns, and in creating an Internet presence that broadens your fundraising.

Affinity Resources include a full range of development services that you can count on to get the job done. You get capital campaign support, management and development counsel including board and staff training, prospect research, and hands-on web site design, production, and support.

Discover Affinity Resources to plan your campaign by defining expected results, identifying necessary resources, and anticipating appropriate action steps.



Affinity Resources President, Marc Lee, a Certified Fund Raising Executive, has over 20 years of fundraising experience. A past member of the Executive Board of the Association of Philanthropic Counsel, and a member of the Association of Fundraising Professionals, and the Greater Kansas City Council on Philanthropy, his work is augmented by several associates.

Capital Campaigns

Preparation is the key to Capital Campaign success. Affinity Resources provides effective campaign counsel to build momentum for your campaign during these four phases:

The Readiness Phase:

The first steps in preparing for your campaign should include:

1. Identify needs, including campaign counsel.
2. Target a preliminary goal, including fundraising costs.
3. Review institutional readiness.
4. Articulate requirements for leadership.
5. Answer the question, "Why should someone give to this campaign?"

The Pre-Campaign Phase:

This is the process of gathering information to identify prospects and to test whether donors understand and will support your campaign. A careful study conducted during this phase can be a crucial element of your campaign. There are several approaches to the study itself, but the most common involves individual interviews with your key constituents to test the assumptions of the preliminary case and identify campaign leadership and significant gift prospects. Affinity Resources prepares and presents a full report at the end of this phase.

The Quiet Phase:

The case for support is now articulated to bring credibility to your institution's vision for the future. Volunteer campaign leaders are recruited and lead gifts are committed. The budget is finalized, campaign marketing materials prepared, major gifts sought, donor prospects evaluated, additional donors are identified.

The Public Phase:

With careful preparation, you have the momentum needed to achieve your goal. Continued use of counsel can either advise a strong staff in day to day campaign strategy, or provide campaign management until the successful conclusion is reached.

Affinity Resources subscribes to the AFP Code of Professional Ethics which prohibits development professionals from raising funds on a percentage basis. We believe that this is in your best interest.

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Online Strategy

Fundraising Online

Is your average online gift double your direct mail average? Your organization can only benefit from having a "Donate Now!" option your web site. Properly supported, what was once an expensive add-on is now an inexpensive plug-in to your web presence. But it is important to look at more than just price when you're choosing between some two dozen different application service providers for online donation engines.

Email Campaigns

Are you using the Internet as a *two-way* tool for communication? Are you creating new relationships online as you reach out to existing supporters? An effective Email strategy is an essential complement to your web site.

True communication moves in both directions. Relationship fundraising lies in our capacity to hear and acknowledge quickly what numerous individual donors may want to say to us. Ask these questions of your Email Strategy:

1. What is our goal?
2. Is the right message getting to the right person at the right time?
3. Is our Email personalized?
4. Is the delivery and frequency of our messages carefully timed?
5. Are we testing and analyzing results?
6. Will the contents of our Email always advance our mission?

Web Design for Nonprofit Organizations

Don't just build a web site. Build your future. Our specialty is custom web sites for Nonprofit Organizations. Affinity Resources combine personal attention with technical and marketing expertise. The result is your affordable, innovative web site. We offer a wide range of database and graphic alternatives. Whether you require online donations, association memberships and benefits, or search engine marketing, Affinity Resources meet all of your Internet needs -- design, creation, maintenance -- with personal attention and careful planning.

Affinity Resources President, Marc Lee, is the only Certified Fund Raising Executive with extensive hands on web design experience. He has special understanding of useability, navigation issues, and information architecture.

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Clients

American College of Clinical Pharmacy
Bishop Seabury Academy
Children's Therapeutic Learning Center
Christian Community Foundation in KC
Christian World Adoption
Gladney Fund
Grace Episcopal Cathedral
Great Lakes Commission
Health Resource Partners
Heartland Presbyterian Center
Kansas Autism Training Center
Kansas City Nature Coalition
Kansas City Public Library
Metropolitan Alliance for Adult Learning
Metropolitan Lutheran Ministry
Missouri Area Health Education Centers
Missouri Hospital Association
National Youth Information Network
Nonprofit Business Solutions
Nonprofit Communications Network
Peak To Peak Charter School
RAH Foundation
Resource Mental Health
The Ocean Foundation
The Writers Place
Volunteer Coordinators' Council

(a partial list)

Services

Capital Campaigns

The most affective way to raise large amounts of money over a relatively short period of time. Our campaign successes range from \$50,000 to \$13,000,000.

Development Services

Affinity Resources offers a full range of development services. Fundraising never stands alone in an organization. It is part of an integrated plan.

Online Donations

Accepting donations online is inexpensive to implement. But successful fundraising online requires more than a web site with a Donate button.

Email Strategy

Rely on the experience of Affinity Resources to develop an effective Email strategy that keeps you in touch.

Web Design

The only fundraising professionals who design and build custom web sites in-house to meet the unique needs of nonprofits.

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