

Our Deliverables

ENGAGEMENT PHASE		Analysis	Tribal Exploration	Optimized Design
Deliverables	Fees for Each Phase*	\$10,000	\$25,000	\$30,000
1. Summary of the existing fundraising program's strengths/weaknesses using our own rating system		✓	✓	✓
2. Recommendations for future investment in fundraising programs using MWO QuickReview™ application		✓	✓	✓
3. Research competitive fundraising		✓	✓	✓
4. Report summarizing findings and recommendations for further investment in existing programs		✓	✓	✓
5. Preliminary identification of donor tribes			✓	✓
6. Testing of donor tribes through focus groups and other market research			✓	✓
7. Facilitated discussion of donor tribes with organization's leadership			✓	✓
8. Prioritization of best tribes for future fundraising success			✓	✓
9. Report identifying donor tribes, including their needs, aspirations, and connection with your organization			✓	✓
10. Ideation session(s) to develop new ideas for fundraising targeting donor tribes				✓
11. Rating of possible ideas and selection of best ideas				✓
12. Three-year design developed around best new and existing fundraising strategies				✓
13. Selection of best allocation of resources in new design using MWO Fundraising Optimizer™				✓
14. Specific action plan developed for optimized design				✓
15. Report detailing optimized fundraising design, recommended budget, and specific action steps				✓

*Applicable taxes and an 8 percent administration fee are additional