

Our optimizer analyzes 10,000 fundraising scenarios and finds the best model for your organization.



MWO Philanthropic Advisors has developed a trademarked modeling methodology to help our clients discover the optimal strategy for their fundraising initiatives.

Our Fundraising Optimizer will produce a dynamic model that shows the best combination of fundraising programs for each organization. Results are clear, and meant to define those fundraising initiatives that have potential to be successful but have yet to flourish, and those initiatives that may have reached maturity.

Questions that the Optimizer will answer include:

Which fundraising program should our organization invest in to achieve our greatest fundraising results?

How much should we invest?

What will be the impact if we divert funds from other fundraising programs?

What is the best combination of fundraising programs for our organization?

Our team will help you gather the necessary information to use the Optimizer and demonstrate changes in growth as different scenarios are tested. We'll then show you how to adjust your investment in fundraising programs to produce optimal results.

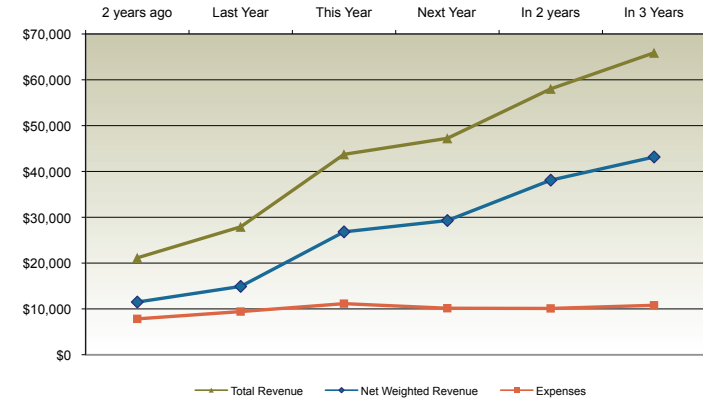
This is the only fundraising simulator of its kind in the world, and it is one of the most powerful tools for envisioning the true potential of an organization.

# Fundraising Optimizer™

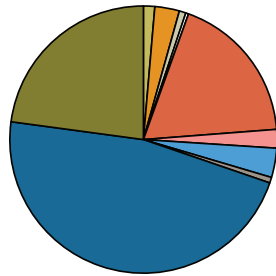
The results below are for illustrative purposes only. They do not represent the results for any specific organization. Each organization will have unique results.

## Consolidated Summary

	Actual			Proposed		
	2 years ago	Last Year	This Year	Next Year	In 2 years	In 3 Years
<b>REVENUE</b>						
Unrestricted	\$14,000	\$13,665	\$20,700	\$16,107	\$18,747	\$18,201
Capital	\$1,115	\$1,917	\$2,974	\$3,746	\$4,604	\$5,450
Restricted Top Priority	\$4,171	\$8,877	\$14,585	\$20,088	\$25,566	\$31,200
Restricted Medium Priority	\$1,167	\$2,272	\$3,653	\$4,833	\$6,071	\$7,300
Restricted Low Priority	\$696	\$1,184	\$1,824	\$2,457	\$3,043	\$3,750
<b>Total Revenue</b>	<b>\$21,150</b>	<b>\$27,915</b>	<b>\$43,735</b>	<b>\$47,230</b>	<b>\$58,031</b>	<b>\$65,901</b>
<b>EXPENSES</b>						
Direct	\$6,196	\$7,528	\$8,746	\$7,920	\$7,585	\$7,584
Salaries & Benefits	\$1,151	\$1,343	\$1,723	\$1,589	\$1,802	\$2,317
Shared	\$478	\$549	\$679	\$635	\$714	\$889
<b>Total Expenses</b>	<b>\$7,825</b>	<b>\$9,419</b>	<b>\$11,147</b>	<b>\$10,144</b>	<b>\$10,102</b>	<b>\$10,790</b>
<b>Total Net Revenue</b>	<b>\$13,325</b>	<b>\$18,496</b>	<b>\$32,588</b>	<b>\$37,086</b>	<b>\$47,929</b>	<b>\$55,111</b>
<b>Total Net Weighted Revenue</b>	<b>\$11,495</b>	<b>\$14,910</b>	<b>\$26,818</b>	<b>\$29,287</b>	<b>\$38,101</b>	<b>\$43,156</b>
<b>Total Expense / Revenue Ratio</b>	<b>37.0%</b>	<b>33.7%</b>	<b>25.5%</b>	<b>21.5%</b>	<b>17.4%</b>	<b>16.4%</b>

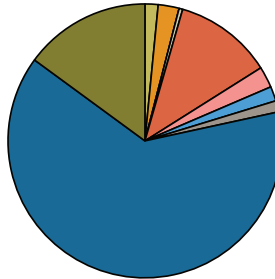


Revenue Breakdown: Before



- Street Solicitors
- Mail
- Retail
- Greeting Cards
- Lottery
- Private Foundations
- Corporate Gifts
- Sponsorships
- Major Gifts
- Estates

Optimized



<i>This Year</i>	<b>\$43,735</b>	<b>Total Revenue</b>	<i>In 3 Years</i>	<b>\$65,901</b>
	<b>\$26,818</b>	<b>Net Weighted Revenue</b>		<b>\$43,156</b>
	<b>25.5%</b>	<b>Expense / Revenue Ratio</b>		<b>16.4%</b>

Change in Spending

