



GETTING STARTED:

# Our Engagement Structure & Timeline

**It's easy to get started—just contact us today!** We offer a significant, **free** pre-consulting phase, which we're happy to begin with you. The purpose of pre-consulting is to assess whether GGG and your organization are a fit for each other.

This sheet details the structure of a GGG engagement, and there's more information enclosed about the initial phase.

→ → → T I M E L I N E → → → →	<b>Assessment &amp; Qualification</b>	<p><b>Purpose:</b> To assess whether GGG and the client are a fit.</p> <p style="text-align: center;"><b>Free of charge for qualified clients!</b></p> <p>If we feel your organization might be a fit for our social fundraising system, we'd be happy to engage in a free Assessment &amp; Qualification phase with you. See the enclosed A&amp;Q info sheet for more detail. The A&amp;Q phase is a chance to examine:</p> <ul style="list-style-type: none"> <li>◆ Your organization's <i>strengths and resources</i></li> <li>◆ Your organization's <i>realistically optimistic fundraising goal</i></li> <li>◆ Whether we can produce a realistic <i>plan for budget neutrality</i></li> </ul>	Three to four weeks
	<b>Contract Signing</b>		
	<b>System Rollout</b>	<p><b>Purpose:</b> To launch your new social fundraising system.</p> <p>We'll work with you to get your new social fundraising system launched! Our part of this process only takes 4–6 weeks. The launch process includes:</p> <ul style="list-style-type: none"> <li>◆ <i>Web design and engineering</i> to implement your branded template</li> <li>◆ Helping your staff to set up your <i>financial workflow</i></li> <li>◆ Working with a professional fundraiser and/or marketer to develop a <i>marketing plan</i> for your social fundraising system</li> </ul>	Four to six weeks
<b>System Launch</b>			
<b>Fueling the Fire</b>	<p><b>Purpose:</b> To ensure your social fundraising system continues to grow, and produces major fundraising success.</p> <p>Be assured that our company needs you to be successful <i>almost</i> as much as you do! This is why we include significant consulting in an ongoing engagement, as part of your social fundraising system. We'll be involved in assisting you to:</p> <ul style="list-style-type: none"> <li>◆ <i>Continually assess and improve</i> your system—identifying best practices, analyzing data, aggressively trying new ideas, and organizing people</li> <li>◆ Maintain your organizational framework for <i>social fundraising success</i></li> </ul>	About two years to build first big results	