



## GETTING STARTED:

# Consulting Included, It's Our Commitment

If you're like many organizations, staff time is a big concern. How can you get started without committing too many resources?

**We're here to make it easy! This is why we offer consulting— included with our Enterprise fundraising system—to ease your organization into best practices in social fundraising. That's all part of our serious commitment to your success.**

Let us help you get started today. We're happy to handle the detail work at first, helping your organization develop best practices and gradually passing responsibilities to you as you're ready.

| PHASE OF ENGAGEMENT                   | DESCRIPTION  | APPROXIMATE DURATION | MIN. CLIENT STAFF TIME                           | MAX. CLIENT STAFF TIME | APX. GGG COMMITMENT                                |
|---------------------------------------|--|----------------------|--|------------------------|--|
| <b>Assessment &amp; Qualification</b> | Develop initial plan   | 3–4 weeks            | 4–5 hours, total                                 | 2 hours/wk. per person | 20–30 hours  |
| <b>System Rollout</b>                 | Implement software and plan launch                           | 1 month              | 8–10 hours, total                                | 2 hours/wk. per person | 40–60 hours  |
| <b>Launch &amp; Ramp-Up</b>           | Begin raising money and developing best practices            | 3–4 months           | 8–10 hours per month                             | 10 hours per week      | 15–20 hours per week                               |
| <b>Developing Success</b>             | Develop a model for success; Achieve initial success         | 8–20 months          | 10 hours per month <i>(gradually increasing)</i> | 10–15 hours per week   | 10–15 hours per week <i>(gradually decreasing)</i> |
| <b>Steady Success Management</b>      | Maintain and continuously improve systems for client success | Ongoing              | 10 hours per week                                | 15–40 hours per week   | 10–15 hours per month                              |

*The table above shows the approximate scope of our included consulting, as well as the level of staff commitment you'll need to plan for. In the table, "hours" refers to person-hours of work.*

*Minimum client staff time: GGG feels this is the lowest client resource commitment needed.*

*Maximum client staff time: We think this is about how much work there will typically be for clients to do, who wish to take on more. Client staff time needs also depend on the organization's size.*

*Approximate GGG commitment: These are the hours we'll spend with you to ensure success. There's more information about our consulting services on the reverse page.*



# GETTING STARTED: **Our Expertise, At Your Service**

## Overview of Engagement Tasks

This is a list of the major tasks in a social fundraising engagement. In the time estimate chart on the reverse page, the “minimum” client time commitments represent GGG performing all or most of the tasks in the middle column below, while the “maximum” assume the client performs all or most of those tasks.

Our long-term goal is to help you build capacity to perform all or most of the tasks in the middle column effectively. These tasks typically fall under the professional fundraising rubric, and in the long term these should mostly be performed in-house or with your mainline fundraising consultant. However, GGG has intentionally assembled a diverse professional team that is highly capable of assisting you with these tasks if you wish, especially at first.

| SOCIAL FUNDRAISING ENGAGEMENT TASKS  |  |  |
|--|--|--|
| Client Tasks   | Client and/or GGG Tasks  | GGG Tasks  |
| <ul style="list-style-type: none"> <li>• Review and approve plan</li> <li>• Review and approve progress on all tasks</li> <li>• Make strategy, branding, and communication decisions</li> <li>• Create staff team to work on the project</li> <li>• Provide direct support to donors*</li> </ul> | <ul style="list-style-type: none"> <li>• Craft a plan with best practices (including our Idea Book) tailored to the client</li> <li>• Recruit and retain social fundraising network leaders</li> <li>• Create and implement an e-mail outreach strategy</li> <li>• Maintain a donor targeting and database strategy</li> <li>• Create an advertising and media placement strategy</li> <li>• Create a volunteer strategy to get operations work done (like envelope stuffing)</li> </ul> | <ul style="list-style-type: none"> <li>• Customize client web system and integrate with client's current processes</li> <li>• Train client staff, both on technology utilization and on social fundraising practices</li> <li>• Bring the newest and best practices forward to the client</li> <li>• Be available for further needs</li> <li>• Provide software support and assistance for client staff</li> <li>• Software maintenance and continuous improvement</li> <li>• Periodic progress reports</li> </ul> |
| <p><i>* Sometimes people ask why we don't provide end-user tech support. Think of this not as an operating expense to be outsourced, but as an opportunity to talk to a donor who has called you to give money!</i></p>  |  |  |

**GGG's professional resources** are much more extensive than just a software company. Our diverse professional team includes the capacity to:

- Help you create and deploy strategies
- Run and/or help with mainline fundraising
- Draft copy for outreach and solicitations
- Suggest and/or engage other consultants
- Cultivate and coordinate volunteers
- Run phone banks and stuff envelopes
- Manage and manipulate data
- Plan and manage projects