



GOODWILL FUNDRAISING LLC
NEW ENGLAND

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Why Invest in Goodwill Fundraising?

At Goodwill Fundraising, we are a team of passionate and experienced fundraising professionals, proudly led by people of color and deeply committed to empowering emerging nonprofits across the New England region. We understand the unique challenges that organizations face when working to create lasting change in their communities.

Our approach is budget-friendly and flexible, designed to break down the financial barriers that often stand between nonprofits and their fundraising goals. Unlike traditional fundraising consultancies, we offer a spectrum of services that are tailored to each organization's specific needs and budget.

We have helped organizations like Beverly Bootstraps, a North Shore, MA-based initiative combating poverty and hunger, achieve transformative success through a \$7 million+ impact campaign. Our ideal clients are organizations with emerging budgets under \$1 million, and we pride ourselves on offering competitive pricing to ensure accessibility. For example:

- Beverly Bootstraps invested \$50,000 over 14 months (approximately \$3,500/month) to build their campaign with us.
- Another client, SADD, invested \$120,000 over 16 months for a larger-scale effort.
- For organizations seeking regular guidance, a monthly retainer as low as \$500 can provide ongoing advisory services.

We believe in partnership, collaboration, and measurable impact, ensuring that every dollar invested in our services helps drive meaningful change.

Workflow Between Client & Goodwill Fundraising:

1. Client – Emerging nonprofit (<\$1M budget) shares their mission, vision, and challenges.
2. Needs Assessment – Together, we identify fundraising goals, capacity, and potential strategies.
3. Custom Service Plan – Goodwill Fundraising designs a tailored plan (campaigns, strategy, advisory).
4. Budget Alignment – Services are matched to the organization's budget, from \$500/month advisory to large-scale campaigns.
5. Implementation & Support – We partner closely throughout the campaign, providing expertise and resources.
6. Impact Achieved – Campaign goals are met, leading to significant community transformation.



Client Engagement Workflow



**Initial
Consultation**



Proposal



Agreement



**Service
Implementation**



**Ongoing
Support**

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