



GOODWILL FUNDRAISING LLC

NEW ENGLAND

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## CASE STUDIES - PAPERS

At Goodwill Fundraising, we're a team of passionate and experienced fundraising professionals, *led by people of color*, dedicated to empowering emerging nonprofits in the New England region. We understand the unique challenges faced by organizations working to make a real difference in their communities. Our approach is budget-friendly and flexible, recognizing that funding can be a significant barrier for many nonprofits. Unlike traditional fundraising consultants, we offer a spectrum of services tailored to your specific needs and budget. We've helped organizations like Beverly Bootstraps, a North Shore, MA-based initiative tackling poverty and hunger, achieve substantial grant funding from major donors, corporations, and private foundations, exceeding \$7 million.

Benefits of Hiring Goodwill Fundraising:

- A good fit for organizations that are not ready to hire a Director of Development or have had substantial staffing transitions: We provide the expertise without the overhead.
- Looking to increase the Executive Director and Board's capacity around fundraising: We offer training and guidance to empower your team.
- Organizations with short and long-term projects requiring specific guidance: From impact-based campaigns to feasibility studies, we tailor our services to your needs.
- No fringe or other staff taxes: We streamline your operations and keep costs down.
- Desire an in-house expert that is results-driven with minimal trial and error: Our proven strategies and experience deliver tangible results quickly.



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## Case Study: Rebuilding Hope – The Restoration of Our Educational Complex

In 2003, our church conference faced an unprecedented challenge when a devastating fire destroyed our beloved educational complex. This loss threatened the educational mission of our community and tested our resilience. Recognizing the urgent need to rebuild, we embarked on an ambitious campaign to restore not just a building, but the hope and future of our congregation and community.



### The Challenge:

- Complete restoration of a critical educational facility damaged by fire.
- Engaging a broad donor base to fund a \$5 million reconstruction effort.
- Rebuilding community trust and strengthening our Northeast church constituency for long-term sustainability.

### The Solution:

With the strategic guidance and dedicated support of Joshua, we designed a comprehensive fundraising approach centered on donor cultivation, targeted major gift solicitations, and pipeline development. His expertise was instrumental in transforming our challenge into a success story, rallying our community around a shared vision of renewal.

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## Key Elements & Major Gifts Secured

### Strategic Planning & Donor Cultivation:

Joshua worked closely with our leadership team to develop a tailored fundraising strategy that identified key prospects and cultivated relationships with existing and potential donors. His approach emphasized personalized engagement, storytelling, and transparent communication about the complex's importance to our community.

### Major Gifts Secured:

- Lead Donor Gift: \$1.5 million from a long-time supporter inspired by the vision of renewal.
- Second Major Gift: \$1 million from a local philanthropist committed to community development.
- Additional Gifts: Over 20 other donors contributing between \$50,000 and \$250,000, collectively raising an additional \$2.5 million.

Thanks to Joshua's donor cultivation expertise, we successfully secured over 80% of our \$5 million goal from major and principal gifts. His ongoing stewardship and engagement efforts turned initial prospects into committed partners in our rebuilding journey.

### Impact of the Gifts:

These generous contributions enabled us to fund the complete restoration of our educational complex, including modern classrooms, community spaces, and technological upgrades. The project was completed ahead of schedule, allowing us to resume educational programs and community services promptly.

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## Pipeline Elements & Future Strategies **GOODWILL FUNDRAISING LLC** NEW ENGLAND

### Building a Sustainable Fundraising Pipeline:

Joshua's work did not end with the immediate campaign. He helped us develop a robust pipeline for ongoing support, including planned giving, annual giving, and future capital campaigns. Key pipeline elements include:

- Prospect Identification & Qualification: Continual research and engagement to identify new prospects aligned with our mission.
- Donor Stewardship & Engagement: Regular updates, recognition events, and personalized communication to deepen donor relationships.
- Major Gift Cultivation: Targeted strategies to engage prospective major donors for future projects and endowment building.
- Legacy Giving & Planned Gifts: Developing programs to encourage long-term giving that sustains our mission beyond immediate needs.

### Results & Next Steps:

Thanks to Joshua's strategic guidance, our organization now has a thriving pipeline that ensures financial stability and growth. We are poised to undertake future initiatives, including expanding educational offerings and community outreach programs, supported by a committed base of donors.

### Conclusion:

Joshua's pivotal role in our rebuilding campaign exemplifies how strategic fundraising guidance, donor cultivation, and pipeline development can lead to transformational success. His unwavering support helped us not only recover but also rebuild stronger, ensuring the vitality of our educational mission and community for years to come.



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## Case Study: Expanding Impact – Beverly Bootstraps' \$7 Million Campaign



Beverly Bootstraps' mission to serve our community with vital programs has always been driven by a vision of greater impact and outreach. In 2022, we launched an ambitious \$7 million impact campaign aimed at expanding our programs to reach more individuals and families in need, enhance service quality, and build a sustainable future.

### The Challenge:

- Raise significant funds to support program expansion and infrastructure improvements.
- Effectively engage a diverse base of donors, stakeholders, and community partners.
- Turn our strategic vision into a measurable, impactful reality.

### The Solution:

With the invaluable guidance and hands-on support of Josh, we devised a comprehensive, innovative fundraising approach. His strategic insights and creative techniques enabled us to engage donors at every level, turning our vision into a tangible, impactful outcome—expanding Beverly Bootstraps' capacity to serve our community more effectively than ever before.

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## Key Elements & Major Gifts Secured

### Strategic Planning & Donor Engagement:

Josh collaborated closely with our leadership team to craft a tailored campaign strategy that emphasized storytelling, targeted outreach, and personalized engagement. His approach helped us identify key prospects and develop compelling asks that resonated with donors' passions and values.

### Major Gifts Secured:

- Transformational Lead Gift: \$2 million from a longtime supporter motivated by our expanded impact vision.
- Substantial Contributions: Over 10 donors contributing between \$250,000 and \$1 million, collectively raising \$4 million.
- Community Gifts: A broad base of over 150 donors giving between \$1,000 and \$50,000, adding up to \$1 million.

Thanks to Josh's innovative fundraising techniques and dedicated support, we successfully secured over 90% of our \$7 million goal. His expertise in donor cultivation, stewardship, and strategic asks was vital in transforming our campaign vision into a reality.

### Impact of the Gifts:

The campaign funds enabled us to expand our youth programs, increase food security initiatives, and improve facilities, directly benefiting thousands of individuals and families in our community. The successful campaign has positioned Beverly Bootstraps for sustainable growth and greater community impact.



## Pipeline Elements & Future Strategies **GOODWILL FUNDRAISING LLC** NEW ENGLAND

### Building a Sustainable Fundraising Pipeline:

Josh's guidance helped us develop a comprehensive pipeline to ensure ongoing support beyond this campaign. Key pipeline components include:

- Prospect Identification & Qualification: Ongoing research and cultivation of new and existing prospects aligned with our mission.
- Donor Stewardship & Engagement: Regular updates, recognition events, and personalized communication to deepen relationships.
- Future Major Gift Development: Strategies to identify and cultivate prospects for future transformational gifts supporting long-term growth.
- Planned Giving & Endowment Growth: Establishing legacy programs to secure ongoing support and stability.

### Results & Next Steps:

Thanks to Josh's strategic insights and hands-on support, Beverly Bootstraps now has a robust pipeline that will sustain and grow our impact initiatives. We are prepared to pursue future projects, including new program development and infrastructure enhancement, backed by a committed and engaged donor community.

### Conclusion:

Josh's role was instrumental in guiding our \$7 million impact campaign from concept to success. His innovative techniques, strategic guidance, and dedicated support turned our vision into a tangible, impactful reality—strengthening Beverly Bootstraps' capacity to serve our community for years to come.



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## Case Study: Building a Sustainable Future – SADD Nation's First Annual Giving Program

SADD Nation has long been committed to empowering youth and promoting safe, healthy communities. Recognizing the need for a sustainable funding model to support our expanding programs, we embarked on a transformative journey to establish our first-ever annual giving program and a dedicated fund to diversify and grow private philanthropy.



### The Challenge:

- Develop a reliable, recurring revenue stream to support ongoing initiatives.
- Engage new donors and deepen relationships with existing supporters.
- Cultivate a culture of giving that aligns with our mission and fosters long-term sustainability.

### The Solution:

With Claudio's strategic guidance and deep understanding of fundraising dynamics, we designed a comprehensive approach to build our annual giving program and establish a dedicated philanthropy fund. His expertise was instrumental in creating a foundation for sustainable growth, expanding our impact, and fostering a stronger culture of philanthropy within our community.

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### Key Elements & Major Gifts Secured

#### Strategic Planning & Donor Engagement:

Claudio worked closely with our leadership and development teams to craft a tailored strategy that included donor segmentation, personalized outreach, and compelling case for support. His insights helped us craft messaging that resonated with diverse donor segments and encouraged ongoing giving.

#### Major Gifts & Contributions:

- Initial Leadership Gift: \$100,000 from a founding supporter inspired by our new giving initiatives.
- Growing Donor Base: Over 200 new donors contributed between \$50 and \$5,000, collectively adding over \$250,000 in the first year.
- Fund Establishment: Creation of a dedicated philanthropy fund, with initial contributions totaling \$150,000, to support program growth and innovation.

Thanks to Claudio's support, we successfully launched our first annual giving campaign, exceeding initial expectations and establishing a sustainable revenue stream. His guidance ensured that our fundraising efforts were strategic, targeted, and impactful.

#### Impact of the Program:

The new revenue streams have enabled us to expand youth leadership programs, improve outreach efforts, and invest in capacity-building initiatives. Importantly, we've begun to cultivate a culture of giving that will support our mission for years to come.



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## Pipeline Elements & Future Strategies

### Developing a Long-Term Giving Pipeline:

Claudio's expertise helped us create a robust pipeline to sustain and grow our fundraising efforts. Key pipeline components include:

- Prospect Identification & Cultivation: Ongoing research to identify new potential donors and deepen relationships with existing supporters.
- Recurring Giving & Membership Programs: Establishing giving clubs and recurring donation options to encourage ongoing support.
- Planned Giving & Legacy Gifts: Building awareness and capacity for future legacy gifts that can provide long-term stability.
- Donor Stewardship & Engagement: Regular communication, recognition, and involvement opportunities to strengthen donor loyalty.

### Results & Next Steps:

Thanks to Claudio's strategic guidance, SADD Nation now has a sustainable foundation for growth. Our organization is positioned to expand our impact through increased private philanthropy, engaging more supporters, and fostering a lasting culture of giving. Future plans include launching targeted campaigns for major gifts and planned giving, ensuring continued growth and stability.

### Conclusion:

Claudio's instrumental role in establishing our first annual giving program and dedicated philanthropy fund has transformed our approach to fundraising. His strategic insights and hands-on support have laid the groundwork for a stronger, more sustainable future—allowing us to better serve our youth and communities for generations to come.