

RESULTS FOR NONPROFITS AT A FRACTION OF THE COST

A Fractional Business Model (FBM) might seem like an intimidating topic that only CEOs of multi-million dollar corporations talk about. In actuality, it is an incredibly useful and beneficial asset for nonprofit organizations (NPO). It is a great way to identify problem areas within a NPO that prevent them from growing. FBM allows nonprofits to have high-level expertise in areas that would otherwise be inaccessible to them. Pacific Northwest Fundraising is an FBM company that consists of a team of experts in every field. Our team focuses on the creation, implementation, and management of an NPO's annual giving plan. Whether your organization needs help with social media, branding, donor development, or anything in between, PNWF will help guide and educate you on the road to success.



INTRODUCTION

Diving into the field of a fractional business model can seem daunting, but we're here to guide you through it. We'll be covering various important aspects of FBM, including:

- Identifying and addressing common mistakes that NPO's are making and how it is hurting them.
- An in-depth overview of what FBM is, how it works, the benefits it provides, and the drawbacks of not utilizing it.
- Allow you to take a closer look at your organization's functions and understand the importance of incorporating FBM.

TABLE OF CONTENTS

- **Common Mistakes Nonprofit Organizations Are Making**
- **Benefits of FBM**
- **Partnering With Pacific Northwest Fundraising**

COMMON MISTAKES NONPROFITS MAKE

Every nonprofit organization is different and unique from its mission statement and goals to its team and budget size. But regardless of these parameters, many NPO's are unaware of the critical components they are missing or utilizing incorrectly. Development and fundraising are often considered the necessary evils needed for an organization to grow and succeed. However, the methods and approaches that are used to do this vary for each NPO.

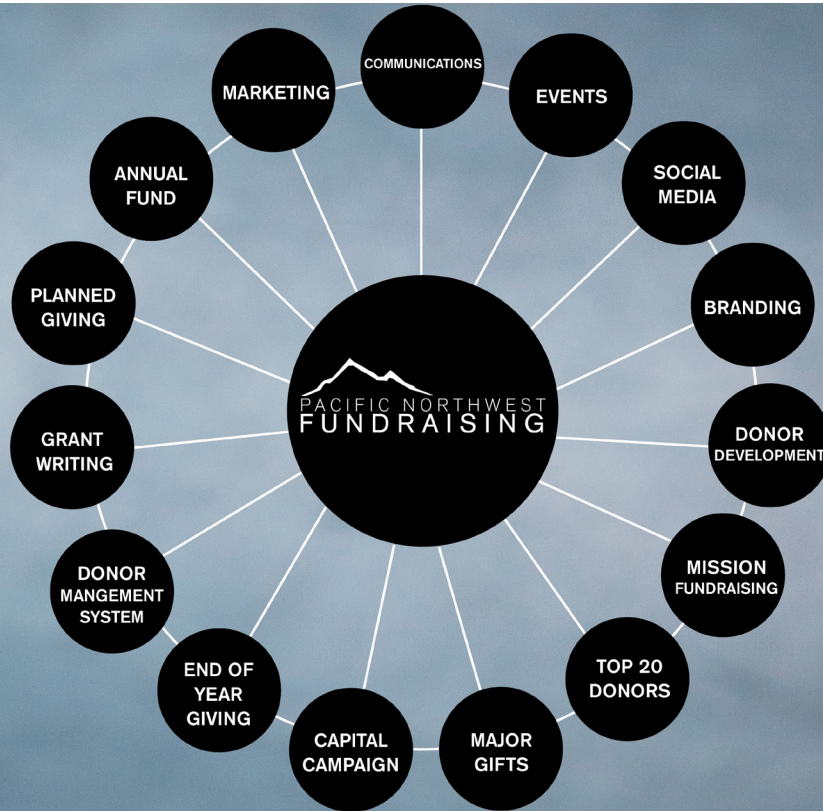
Many organizations focus heavily on donations without refining the donor development strategy behind it. Targeting one area without an effective strategy will cause your organization's growth to eventually plateau. Some NPO's might already have a plan in place but are reaching out to the wrong target audience and confusing the donors. Another common mistake that many NPO's experience is utilizing their funds incorrectly. Whether they are making budget cuts at the expense of donor development or investing in services that aren't producing an acceptable ROI, it can be challenging to know where and how your money should be applied.

If you're curious whether your organization is making some of these similar mistakes, consider asking yourself the following questions.

- Do you have an Annual Giving Plan in place?
- Is your Development Department new or inexperienced?
- Do you have a way to see and measure your success and ROI?
- Are your development strategies and tactics clear and proactive?
- Is your fundraising revenue flat or decreasing?
- Do you have less than three paid staff members?
- Does your Board help with fundraising?



If you don't know or are unsure of your answers, or are concerned about your organization's growth and development, then you should reach out to our team at PNWF. Even if you have a plan in place and things seem to be going well for your NPO, it is always beneficial to have an outside expert take a look. The best time to get FBM is before you realize that you need it. Working with PNWF will not only help you prioritize your development strategy, but they will also show you how to find, organize, and read your results so that you can see your progress and success.



BENEFITS OF THE FRACTIONAL BUSINESS MODEL

The sad truth is that not all organizations can afford to staff enough employees to handle their development and fundraising. This is where a fractional business model company like PNWF comes in. Our team of experts can identify and resolve problem areas that have caused an organization's stunted growth. By focusing on the creation, implementation, and management of an NPO's annual giving plan we are able to utilize various developmental strategies to achieve positive results.

Our company works with numerous nonprofit organizations and has an entire network of experts specializing in specific development and fundraising fields. When you work with PNWF, you're not getting a faceless person behind a screen handing in work for a paycheck. You're getting a team of professionals that come into your organization to not only diffuse your burdens but to help teach and consult with other members of your team so that they can learn and help drive you to success.

SO, WHAT CAN NPO'S EXPECT TO GAIN FROM THE FRACTIONAL BUSINESS MODEL?

EXPERIENCE AND EXPERTISE IN EVERY FIELD

Because our team has over 50 years of combined experience, we are able to address certain obstacles within your organization and find practical solutions. We help create and fine-tune your Annual Giving Plan, improve and focus your development strategies, and pinpoint problem areas within your Development Department. Our team is here to help you identify roadblocks that are preventing your organization from reaching its full potential. By working with PNWF, your organization is getting over 50 years of experience in every aspect of development and fundraising.

A FRESH SET OF EYES

If your organization is struggling, one of the best things you can do is get a new perspective from a fresh set of eyes. Our experts have an insight into what your potential donors are looking for and what they want to see. We understand that an NPO's needs vary throughout the year and we know how to work around various obstacles. Our team assesses the situation, looks for patterns, finds solutions, and implements an effective plan to help your organization succeed! If you're stuck in a rut and aren't seeing the growth you are looking for, PNWF is here to provide a fresh outlook that will get your organization climbing and on the road to success.

SIGNIFICANT COST SAVINGS:

PNWF is based around the fractional business model which provides significant cost savings opportunities for NPO's. Most organizations don't have the budget to hire full-time development and fundraising employees which can make it difficult for them to meet their goals and thrive. Because we utilize the FBM, our team is able to provide your organization with the services you need at a fraction of the cost. In fact, most of our clients, at PNWF, will see a 3 to 1 return on their investment. Our goal is to provide your organization with the development and fundraising services you need to succeed.



**EXPERIENCE &
EXPERTISE**

FRESH SET OF EYES

SAVE MONEY

PARTNERING WITH PACIFIC NORTHWEST FUNDRAISING

Between all of our team members, Pacific Northwest Fundraising has raised nearly 100 million dollars in fundraising campaigns and has over 50 years of experience with nonprofit fundraising, trends, branding, organizational structure, and development. In those 50 years, we've found the methods and practices that work and the ones that don't. We've made the mistakes, so you don't have to.

We believe that Development and Fundraising is a team sport. Our goal is to help organizations grow and succeed so they can achieve their goals of helping others. We strive to build lasting relationships not only with donors and other supporters but within the organization as well.

At PNWF, we want to create and spread a Culture of Giving. You work tirelessly to give to others. We work to encourage people to support your organization so that you can continue to help those who need it, creating a beautiful circle. We understand that there is a difference between donations and giving and between giving and events.

Now that you have a solid overview of what the fractional business model is and how it benefits nonprofit organizations, you can begin to think about the needs of your NPO and all the ways we can help you. Pacific Northwest Fundraising has continuously strived to support and encourage the growth and success of nonprofits. We apply our vast knowledge and experience of donor development strategies in addition to our expansive team of experts to move mountains, overcome obstacles, and connect mission with passion to further the goals of our clients!

