

Pacific Northwest Fundraising:

A Case for Investment

INTRODUCTION

Pacific Northwest Fundraising (PNWF) exists to solve a chronic challenge for nonprofits: **the unrealistic expectation that a single Development Director can do it all**. From major gifts to events, social media to grants, collateral to sponsorship outreach—these are distinct skill sets, yet many organizations hire one person and hope for success.

PNWF flips this model. We provide the capacity of a full development department at 60–75% of the cost of an FTE. By blending strategy, communications, data infrastructure, campaign management, and board engagement, PNWF empowers nonprofit leaders to focus on what they do best: **building relationships and advancing their mission**.



Demonstrated Results: The Hough Foundation Case Study

In 2025, the Hough Foundation (HF) engaged PNWF not only as consultants but also as an extension of its staff. The outcomes speak for themselves:

- **Sip & Stroll 2025** – PNWF executed outreach, raising a gross of \$30,919.66.
- **Give More 24! 2025** – \$16,000 in matching funds secured; donor-side activation projected at \$20,000.
- **Year-End Giving 2025** – Targeted campaign projected at \$15,000.
- **Recurring Donors** – Strategy in place to recruit 20 new recurring donors at ~\$30/month, generating \$7,200 annually.
- **The Hough Hoedown Auction 2025** – PNWF's voice-driven communications and sponsor collateral generated a record-setting \$112,220.65 in net proceeds.
- **Major Gifts** – Jill Campbell's leadership, strengthened by PNWF's collateral and coaching, closed \$170,000 in gifts.
- **Grants** – \$10,000 awarded in the first quarter.



Return on Investment

HF's YTD investment of \$15,220 delivered exponential returns:

- **Cash-only floor:** \$78,119.66 → ~5.13× ROI
- **With GM24 match funds:** \$94,119.66 → ~6.18× ROI
- **With PNWF-enabled major gifts (20% credit):** \$128,119.66 → ~8.42× ROI
- **With PNWF-enabled auction (20% credit):** \$150,563.79 → ~9.89× ROI

This transparent ladder proves that PNWF multiplies every client dollar into real, trackable fundraising results.



Why This Matters

The PNWF model proves that nonprofits don't need to burn out staff or gamble on "unicorn" hires. Instead, they can:

- Execute campaigns and events without straining staff bandwidth.
- Build infrastructure and donor systems that scale over time.
- Communicate authentically in the Executive Director's voice.
- Activate boards and ambassadors to widen reach and increase giving.

The result is sustainable growth, delivered at a fraction of traditional cost.



Leadership Perspective

"PNWF has been more than a consultant, they've functioned as The Hough Foundation's development department. Their team has freed me to focus on relationships and major gifts, while ensuring our campaigns and communications are executed at the highest level. The return on investment has been undeniable."

— **Jill Campbell**
Executive Director
The Hough Foundation

A Model for the Future

Pacific Northwest Fundraising is advancing what we call the Fractional Business Model (FBM) for nonprofit development. Instead of relying on the unrealistic "unicorn hire," FBM delivers the capacity of a full development department, campaigns, infrastructure, communications, and strategy, at 60–75% of the traditional cost.

The PNWF approach demonstrates that fundraising success is not about a single individual; it's about a system, a team, and a strategy. Our work with the Hough Foundation demonstrates what's possible when nonprofits invest in sustainable capacity rather than piecemeal solutions.

FBM is the future of nonprofit development: collaborative, data-driven, and cost-effective. With PNWF, organizations can focus on what matters most—relationships and mission—knowing the rest of the development engine is running at full strength.