


SUMMARY	VALUE PROPOSITION
Virtually GLOBAL™	Virtual, budget-friendly short-term access to expert counsel from across the country.
STRATEGIC CONSULTANCY	
Strategic Counsel	Tap into a national network of highly experienced fundraisers for practical and research-informed advice.
Professional Mentoring	Learn new skills, raise your professional profile, expand your network and set goals with support from fundraisers with broad personal experience.
VISION & CASE FOR SUPPORT	
Visioning	Gain internal alignment on fundraising priorities that will demonstrate impact and resonate with donors.
Case for Support	Identify the urgent and compelling reasons which inspire donors to make their communities better by aligning with your cause.
Case for Support Review	Assess your case against industry best practices and identify opportunity to enhance resonance, urgency and inspiration.
AUDITS & ASSESSMENTS	
Cultural Perception Audit™	Understand your organizational culture of philanthropy, including internal audience positioning, stakeholder readiness and strategic implications through this assessment of perception gaps in philanthropic performance and culture amongst key stakeholders. ⁱ
External Benchmarking	Assess strategies and growth opportunities against sector best practices and industry standards.
Internal Readiness Audit	Raise more money armed with an understanding of gaps and issues around your fundraising program performance, governance, and staffing.
Staff & Staffing Assessment	Identify the strengths and opportunities of the existing functionality of your Development shop.
Stewardship Audit™	Learn how existing donors perceive the outcomes of their support through the client's donor recognition and stewardship program.
Annual Giving Program Audit	Assess and optimize key elements of your program and uncover hidden revenue opportunities to drive new or improved strategies.

Data Management Process Analysis	Improve your information by assessing your data management methods against your goals.
CRM Selection & Implementation	Implement or upgrade a customer relationship management platform suited to your fundraising.
Philanthropic Naming Assessment	Identify your inventory and value of named spaces to maximize donor recognition through philanthropic naming strategies.
PLANNING & FEASIBILITY	
Campaign Feasibility Study	Test the market readiness for a major fundraising campaign, including priorities, goals and timelines, and identify a pool of potential leadership donors and volunteers.
Fund Development Plans	Leverage fundraising best practices to develop practical fundraising strategies with systemic movement to maximize philanthropic support for your mission. Global recommends PLAID™ Prospect Assessment to increase effective and efficient cultivation and donor solicitation. ⁱⁱ
Strategic Planning	Align your vision with the operational and programmatic steps to achieve your goals through analysis of internal capabilities, timing and opportunities for greatest impact.
Campaign Plans	Capitalize on best practices and marketplace insight to develop practical fundraising strategies which maximize both philanthropic support and community impact. Set up your Donor Pipeline using the PLAID™ Prospect Assessment tools provided by Global.
Annual Giving Plan	Grow your donor file and revenue, improve donor loyalty, lower cost of fundraising and improve quality of donor communication.
PLAID™ Prospect Assessment 	Likely the sharpest tool in the shed, the PLAID™ Prospect Assessment system helps to create, measure and manage the most critical part of a Major Donor, Campaign or Corporate fundraising initiative – the Prospect Pipeline . Global is the only firm in Canada licensed to use the PLAID™ Prospect Assessment process.
LEADERSHIP & EXECUTION	
On-site Campaign Counsel	Benefit from the expertise of a hands-on campaign director who makes key decisions, supervises campaign staff and volunteers, and reports on campaign progress.

<p>Embedded Campaign Management “Boot-on-the-Ground”</p>	<p>Global gets embedded inside your organization’s Campaign and works with your team to create and manage the Major Donor initiative. Turn some, or all aspects of campaign management over to our qualified expert(s). We will create and manage your Donor Pipeline and the PLAID™ Prospect Assessment system to bring your campaign in on-time and on-target.</p>
<p>Grant Writing</p>	<p>Minimize time commitment and maximize your grants by leveraging our grant writing expertise.</p>
<p>Annual Giving Development & Strategic Counsel</p>	<p>Maximize fundraising campaign results through best practice implementation, persuasive messaging and proven response-generating tactics.</p>
<p>Planned Giving Program Development & Strategic Counsel</p>	<p>Create donor strategies to leverage opportunities for legacy giving.</p>
<p>Major Gift Program Development Development & Strategic Counsel</p>	<p>Boost your revenue by converting donors to major gift donors through metrics and moves management. We can assist you in the development and management of your Donor Pipeline and PLAID™ Prospect Assessment process.</p>
<p>Major Gift Cultivation & Solicitation</p>	<p>Expand your major gift team by capitalizing on our major gift solicitation expertise. We can provide additional human resources to enhance your cultivation and solicitation activities.</p>
<p>Global Expediting Project & Program Implementation</p>	<p>Incorporate fund development as part of every aspect of a project plan for a new building, service or program area. We help get projects funded and implemented faster and more efficiently. <i>“If you can dream it – You can do it” - Walt Disney</i></p>
<p>Social Enterprise</p>	<p>Develop practical revenue-positive initiatives as associated or stand-alone enterprises to benefit the charity. Working within the CRA guidelines, Social Enterprise can represent significant revenue opportunities for small and mid-sized charities.</p>
<p>The Micro and Mini Campaigns</p>	<p>The Micro Campaign (\$100,000 in 10 weeks) and the Mini Campaign (\$250,000 in 20 weeks) are a cost-effective way for small charities and non-profits to generate revenue for specific capital or operational priorities. Using the best industry practises in a concentrated timeline, and focusing the PLAID™ Prospect Assessment system on a select group of potential supporters, the Micro/Mini Campaigns are a great introduction to strategic fund development.</p>

TRAINING	
Board and Staff Programs	Build capacity to raise more money by developing fundraising skills, knowledge and practical ideas.
RESEARCH & ANALYTICS	
Dedicated Research Support	Customized research to effectively manage donors and prospects who have affinity, inclination and capacity to demonstrate their support.
Prospect Management Identification & Qualification	Assemble a list of potential supporters and subject them to analysis to determine their value to your fundraising initiatives. The PLAID™ Prospect Assessment system makes Prospect Pipeline development and management more efficient. Prioritize your time to focus on qualified prospects.
Prospect Profiles	Customized, comprehensive, timely and accurate profiles provide a deep understanding of donors' financial capacities, interests and motivations.
Database Screening	Enhance your prospect pipeline by highlighting donors ready to move up the donor pyramid.
Wealth & Philanthropy Assessment	Establish inclination and capacity of an existing donor to support your cause at a higher level.
Major Gift Pipeline Analytics	Measuring timing and the rate of major donor progress through the prospect pipeline, based on linkage, ability and interest to look for key indicators of potential campaign success. Global takes this to the next level with the PLAID™ Prospect Assessment System.
Custom Research	Make smarter decisions and uncover connections to donors through customized research.
Research Training	Customized and flexible research training builds capacity, maximizes your donor database and builds information strategically.

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ⁱ The Cultural Perception Audit™ and the Stewardship Audit™ are used under license from Mallabone and Associates Inc.

ⁱⁱ The PLAID™ Prospect Assessment system is used under license from WRG Canada Inc.