

2021

PROPOSAL FOR SERVICES

PROPOSED TO:

Techlahoma



CRAFTED BY:

Write On Fundraising

WRITEONFUNDRAISING.COM

WRITE ON FUNDRAISING

Write On Fundraising provides fresh fundraising solutions for high-impact nonprofits.

We work with change agents and philanthropists to increase organizational capacity, strengthen nonprofit leadership, and fuel powerful fundraising campaigns.

YOUR CAMPAIGN

Techlahoma is the premier conduit for community, education, and opportunity for Oklahoma's tech professionals. After completing a fundraising assessment and making important infrastructure investments in 2020, Techlahoma is now ready to launch a comprehensive fundraising program.

Write On believes Techlahoma's greatest fundraising challenge is launching a this program from scratch, developing new foundation and individual donor relationships where none currently exist.

RECOMMENDATIONS

01

Grant Writing: To include Case design, prospecting, cultivation, solicitation, and stewardship.

02

Annual Fund Design: Design of fundraising vehicles; cultivation of and stewarding of relationships

03

DoD on Demand: Launch of board-approved Annual Fund activities and oversight of comprehensive fundraising program.

TIMEFRAME

Grant Writing

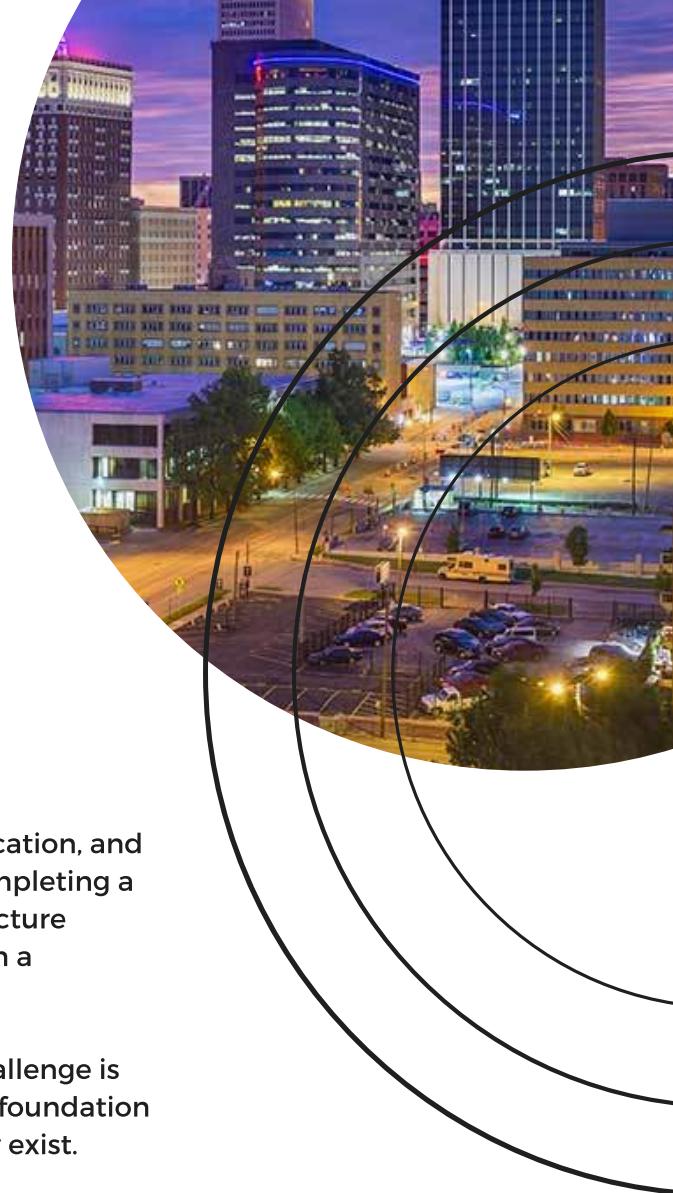
Fund Design

Fund Launch

February, 2021

February, 2021

April, 2021



GRANT BASICS PACKAGE (45 HOURS/MTH)

February, 2021 - January, 2022

RESEARCH AND DATA MANAGEMENT SERVICES

- Case for Support development, including operational, programmatic, and financial narratives
- Prospect identification and qualification (private foundation, corporate foundations, and government opportunities)
- Construction of formalized annual grants calendar

CULTIVATION

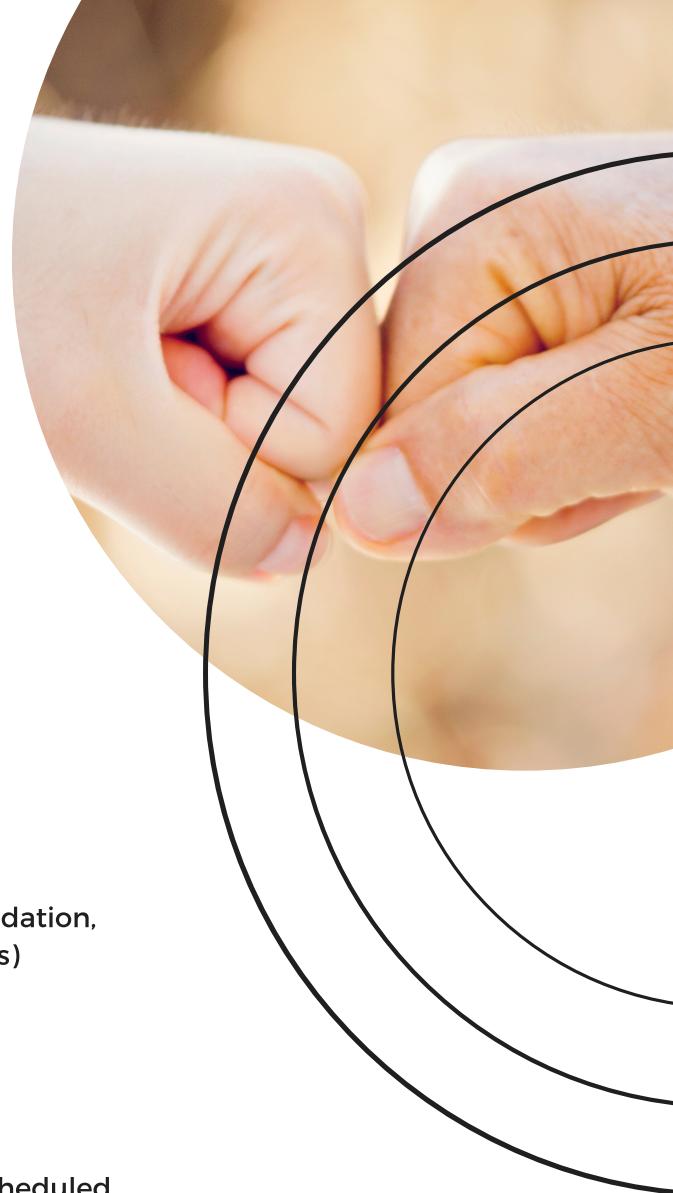
- Once-monthly cultivation training during regularly scheduled grants team check-in
- Cultivation activity recommendations

SOLICITATION

- Formal review of funder guidelines and bi-monthly client strategy sessions
- Drafting of formal applications and proposal, Letters of Intent, specialty narratives, financial reports, budgets, and other requested submission materials
- Timely submission and follow up with donors

SERVICE

- Dedicated Grants Manager and Point Writer; Graphic design support
- Standing every-other-week grants team check-in for one hour
- Phone and email support (24-hour turnaround) included in package hours

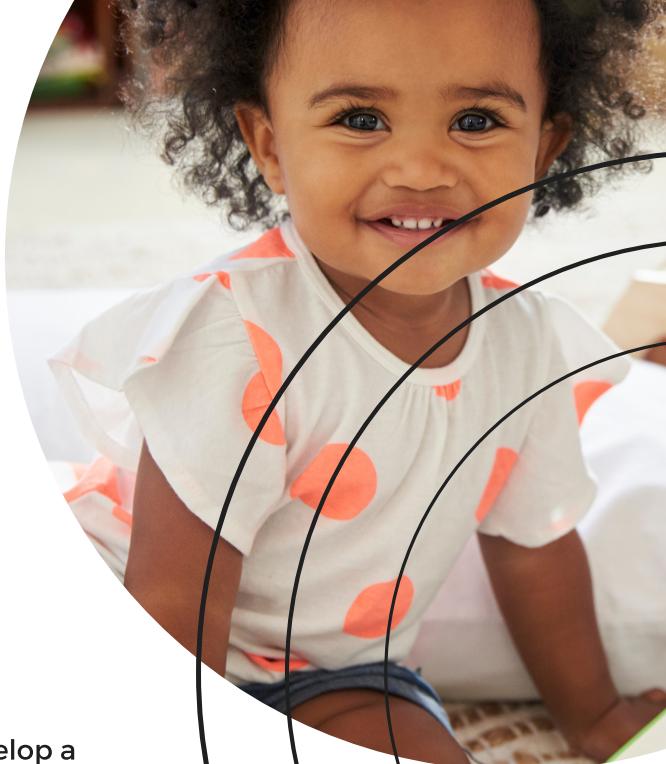


ANNUAL FUND

March and April, 2021

CAMPAIGN DESIGN

- Leveraging the data and recommendations of the Fundraising Readiness Assessment, Write On will develop a menu of Annual Fund Activities with the highest possible return on investment for board consideration and vote.
- Menu of options will include executive summary, inputs, outputs, projected outcomes (including revenue forecasting), evaluation methods, and activation timelines.
- After the board and staff leadership have selected the activities they would like to pursue in their Annual Fund, Write On will draft a formal Activation Plan for each recommendation, a blueprint for how to precisely activate each unique fundraising activity.
- Formal written, bound reports for key staff and board of directors
- Formal presentation of Annual Fund recommendations



DOD ON DEMAND (FUND ACTIVATION)

May, 2021 - April, 2022



CAMPAIGN MANAGEMENT

Activation of approved fundraising activities, to include:

- Prospect identification and qualification for each unique fundraising activity
- Donor cultivation and communication
- Data and moves management
- Formal gift solicitation
- Training and support for key development volunteers and staff
- Gift administration, as needed
- Stewardship program design and implementation
- Strategic communications planning and support of fund activities

BOARD DEVELOPMENT

- Development of formal board recruitment strategy for fundraising
- Prospect identification and qualification
- Training for current staff and board members
- Activation of board recruitment strategy
- Transition of continuing strategy to staff and board members

PROPOSAL FOR SERVICES

INVESTMENT

Write On Fundraising, a thrice-Certified Fund Raising Executive organization, proudly abides by the Association of Fundraising Professionals' Code of Ethical Standards, which states that no fundraiser shall "accept compensation or enter into a contract that is based on a percentage of contributions; nor shall accept finder's fees or contingent fees... nor be permitted to accept performance-based compensation, such as bonuses... based on contributions."



BID

Grant Services - Basics \$2,700/mth (monthly subscription)

OR

QuickStart Package \$3,500 (flat fee)

Annual Fund Design \$4,000 (flat fee)

DoD on Demand (Fund Activation) \$Custom (flat fee)

QUESTIONS

Contact Lindsay Jordan at 918-410-9410 or email Lindsay@writeonfundraising.com.

PROFESSIONAL REFERENCES

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