

Nonprofit Development Solutions

In the winter of 1995, Jennifer Beeders Silbert launched a new type of fund raising consulting firm in Lancaster County, Pennsylvania. She created a firm that looks at each client individually, designs its strategies for success based on that client's unique needs, and implements a customized development plan. With those principles in mind, Silbert Fund Raising continues to provide hands-on support and advice to not-for-profit organizations in Central Pennsylvania and throughout the country.

Silbert Fund Raising consists of Jennifer Beeders Silbert, the principal, and Lisa Walker Heidrick. Jointly, they have implemented many successful fund raising campaigns, from annual giving to capital campaigns. They have raised millions of dollars from grant writing, conducted feasibility studies, led major capital campaigns, conducted internal fund raising audits, planned special events, and designed marketing campaigns to boost the image of their clients.

Prior to establishing Silbert Fund Raising, Jennifer Silbert worked as a political lobbyist and consultant to Fortune 500 companies for more than 10 years in Washington, D.C. in the arena of corporate relations, management consulting and political strategic planning.

In March of 2002, Jennifer was recognized for her entrepreneurial skills and community service when Pennsylvania Governor Mark Schweiker and the Pennsylvania Department of Economic Development named her as one of Pennsylvania's Best 50 Women in Business for 2002. Jennifer has a master's degree in Business Administration from George Washington University and is a preferred consultant with the Nonprofit Resource Network at Millersville University.



Lisa Walker Heidrick has been dedicated to serving the nonprofit world for over 20 years and has been a fund raising consultant for last fourteen years of her career. Before becoming a consultant, Lisa raised more than \$10 million first as the Assistant Director and then as the Director of Development and Public Relations for the 24 libraries at Rutgers, The State University of New Jersey. While at Rutgers she raised more than \$10 million and:

- Led a team of three to market 24 libraries, increase the library system's visibility and expand funding.
- Directed a \$3 million capital campaign to build a state-of-the-art electronic library.
- Led the Parent's Annual Campaign, which involved both direct mail and phonathon.
- Oversaw the Friends of the Rutgers University Libraries. While there, she increased the Friends income by 102%.
- Identified and cultivated major donors for planned gifts.

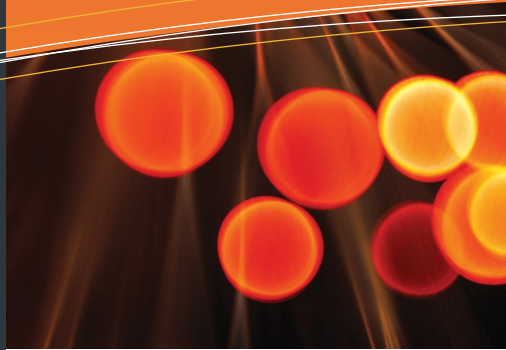
Prior to her years at Rutgers, she worked for the Pennsylvania State University as both a fundraiser and a public relations assistant. In addition, she also served as the Director of Development for the Monmouth Council of Girl Scouts, a leading council in one of the largest youth organizations in the world.

PROVIDING SOLUTIONS

- DEVELOPMENT PLANNING
- BOARD TRAINING
- DEVELOPMENT AUDITS
- BOARD DEVELOPMENT
- ANNUAL CAMPAIGNS
- FEASIBILITY STUDIES
- CAPITAL CAMPAIGNS
- GRANT WRITING
- SPECIAL EVENTS



flexible solutions for nonprofit needs



Silbert Fund Raising provides fundraising solutions for both small and large nonprofits alike. The members of the firm bring a combined experience of almost 40 years of professional development, marketing and management experience to their clients and are dedicated to providing unique and comprehensive solutions to each and every organization they serve.

SERVICES AVAILABLE

- CONSULTING
- DEVELOPMENT PLANNING
- GRANT SEEKING
- FEASIBILITY STUDIES
- CAPITAL CAMPAIGNS
- BOARD TRAINING
- ANNUAL GIVING
- DONOR COMMUNICATIONS
- MEMBERSHIP DRIVES

Satisfied Clients

Below is a partial list of satisfied clients:

- Goodwill Keystone Area Foundation
- The Sarasota Ballet
- Goodwill Industries of Southwest Florida
- Manheim Township Library
- Linden Hall
- "Ding" Darling Wildlife Society
- St. Joseph Health Ministries
- Children's Eye Foundation
- National Council for History Education
- Sanibel Sea School
- St. Joseph Health Ministries
- Lancaster Opera Company
- Wheatland, the Estate of President James Buchanan
- The Ephrata Performing Arts Center
- The Lancaster Chapter of Habitat for Humanity
- SouthEast Lancaster Health Services
- Milagro House
- Save Ellis Island

In addition, Silbert Fund Raising has successfully raised millions of dollars in both corporate and foundation funding.

Below is a partial list of some of the recent grants completed for clients and amounts awarded.

- Catholic Health Initiatives - \$257,662
- Alcon Foundation - \$250,000
- Partnering for Results (Lee County) - \$187,835
- Partnering for Results (Lee County) - \$143,135
- John Frederick Steinman & James Hale Steinman Foundations - \$100,000
- Turkey Hill Dairy, Inc- \$100,000
- Sarasota Tourist Development Council - \$81,929
- The Dale S. High Foundation - \$75,000
- BP Tourism and Promotional Fund—\$60,000
- Coby Foundation LTD - \$40,000
- Charles Henry Leach II Foundation—\$40,000
- JP Morgan Chase—\$25,000
- Armstrong Foundation - \$20,000
- Southwest Florida Community Foundation Inc. (Good Neighbor) - \$20,000
- Florida Sea Turtle Grants Program - \$18,350



Silbert Fund Raising

221 Heatherstone Way
Lancaster, PA 17601
Jennifer's Phone 717.390.8811
Lisa's Phone 239.344.9147

Services Offered

DEVELOPMENT PLANNING

For those who are weary of lurching from crisis to crisis, there is an alternative: development planning. Silbert Fund Raising can help the agency create a clear and effective development plan to address short and long-term funding needs. We will:

- Conduct a thorough assessment of the agency's strengths and challenges.
- Work with the agency to match programming priorities and future growth with fundraising plans.
- Show the agency how to meet those fundraising objectives.
- Conduct research to identify prospective donors.
- Pinpoint staffing and other logistical support needed to assure a successful fundraising effort.
- Develop an action plan with a clear timetable and checklist for the agency to follow in accomplishing your goals.

DEVELOPMENT AUDITS

Silbert Fund Raising has performed countless Development Audits to assist nonprofits in their quest for efficiency and understand their particular fund raising environment. If retained, Silbert Fund Raising will:

- Review all of the agency's past and present fund raising records (including, but not limited to, donor database, donor and prospect correspondence, donor solicitation materials, volunteer records, donor profiles, and other printed materials).
- Analyze all marketing information (including organization newsletter, organization website, press releases, flyers and other public materials).
- Study the agency's past campaigns to help identify patterns of giving and determine donor loyalty.
- Meet with Staff, Board Members, past Board Members, Committee Members, volunteers and donors to conduct a comprehensive survey.
- Research comparable organizations to examine their fund raising operations and donor trends.
- Provide a personal presentation of a comprehensive report of our findings accompanied by a written report.
- Provide suggestions for improvement and an action plan for implementation.

FEASIBILITY STUDIES

A feasibility study gives the agency crucial information before embarking on a capital campaign by identifying leadership, funding and challenges they may face. When retained to conduct a Feasibility Study, Silbert Fund Raising will:

- Prepare a case statement of support and interview questionnaire.
- Work with the agency to identify individuals to be interviewed for the study.
- Conduct 30-50 personal interviews with key community leaders, potential donors, elected officials, potential campaign leadership and volunteers to discuss the agency and its role in the community.
- Work with the agency to identify a community leader to send out a letter of introduction for the feasibility study.
- Conduct all interviews in adherence with the professional code of conduct set for by the Association of Fund Raising Professionals .
- Prepare all written communications and make arrangements for all interviews.
- Prepare a comprehensive written report detailing the method of research used to identify interviewees, summarize their comments and provide observations.
- Provide recommendations, a gift table and an action plan for implementation.
- Present final report in a formal oral presentation, allowing the agency to gain inside knowledge into our process, finding and recommendations.

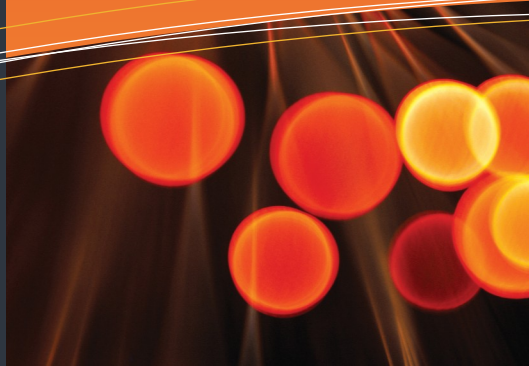
ANNUAL CAMPAIGNS

Silbert Fund Raising has many years of experience in designing annual appeal campaigns. If hired to implement an Annual Campaign, Silbert Fund Raising will:

- Interview staff members, Board Members and volunteers in order to become familiar with programs and organization goals.
- Review all of the agency's past and present annual fund raising campaigns.
- Examine agency's mailing list.
- Write an effective and compelling appeal.
- Design an appealing return fund raising vehicle.
- Work with agency to create an effective mailing list.
- Create and implement a plan of action for following up with the appeal, such as phonathons and Board solicitation.

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- GRANT WRITING
- SPECIAL EVENTS



CAPITAL CAMPAIGNS

For Capital Campaigns, Silbert Fund Raising prides itself on analyzing each agency individually, designing its strategies for success based on their unique needs, and implementing a customized plan. We will:

- Personally work with the agency to establish campaign strategy and policies.
- Assist in the recruitment and selection of campaign leadership.
- Host campaign meetings and organize, coordinate and direct campaign leadership.
- Work with the agency and campaign leadership to identify and recruit additional campaign volunteers.
- Work with the agency and campaign leadership to identify, cultivate and solicit prospects.
- Provide extensive fundraising training for campaign leaders and solicitors.
- Work with the agency to create an exciting and effective marketing plan.
- Develop a campaign case statement and all campaign materials.
- Establish a procedure for the redemption of pledges.
- Prepare all materials needed for solicitation for both major gifts and public campaign.
- Create and supervise public relations activities including timetables and press releases.
- Prepare a campaign report and recommendations for post-campaign activities.
- Campaigns completed include:
 - Ephrata Performing Arts Center—\$3.4 million
 - Lafayette Fire Company—\$3.3 million
 - Harrisburg Area Community College—\$3 million
 - Linden Hall—\$1.9 million
 - Milagro House—\$1 million

GRANT WRITING

Silbert Fund Raising can assist with the agency's foundation and corporate fundraising so you can concentrate on managing your organization. For Grant Writing assignments, Silbert Fund Raising will:

- Interview staff members, Board Members and volunteers in order to become more familiar with programs and organization goals.
- Research national and local funding opportunities
- Assist the agency in prioritizing funding needs to meet funders' interest.
- Research funders past giving history.
- Select and prepare a list of the most likely grant opportunities.
- Create a strategic plan , time-line and budget for grant applications.
- Create a compelling case statement of support.
- Create a personalized grant template.
- Create a communication plan with local and national foundations.
- Assist in preparation of background and support materials needed for grant submission.
- Prepare grants for review and submission.
- Meet with the agency on a regular basis.
- Assist agency in creating a reporting mechanism to follow up with successful grant awards.

SPECIAL EVENTS

Silbert Fund Raising has had great success with Special Events and over 30 years of experience in this field alone. When retained, our firm will:

- Recruit a special event committee and chairperson.
- Meet with the event committee on a regular basis.
- Assist the committee in assigning event tasks and working with its members to ensure that tasks are completed in a timely manner.
- Create a customized marketing program for event sponsors and underwriters.
- Select the site location, plan theme and decorations, Coordinate entertainment, select menu and organize all catering.
- Coordinate all marketing and public relations for event.
- Create a plan to follow up with volunteers and donors.