



STELLAR
FUNDRAISING EXECUTIVES, INC.

STELLAR Fundraising Executives help organizations survive and thrive by providing innovative and proprietary solutions to the daunting task of fundraising.

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Comprehensive Fundraising Campaign Management

STELLAR Fundraising Executives provides comprehensive fundraising campaign management and consulting. We design and direct initiatives for leading economic and community development organizations, as well as other nonprofits across the United States.

Ensuring the Success of Your Campaign

We're different in specific and meaningful ways. And that makes us better.

Our comprehensive approach includes:

The Right Fit — Our personnel are coming in to represent you. That's why we work to ensure that every STELLAR executive we assign is the best possible match for your organization and your community.

Strategy Development — Strategy-driven action plans target directly to your potential supporters. We work with your leadership to address your critical needs, as well as specific opportunities — complete with strategies, timetables, ROI and budget.

Public/Private Partnerships — Our ability to develop meaningful partnerships has helped countless organizations reach new levels of funding from both public and private sources.

Return On Investment — You know your program will do good. Our research function delivers compelling ROI rationale, communicating in dollars just how much good you'll do.

Solicitation of Funds — We don't just develop your action plan. Our persuasive STELLAR executives actually solicit funds on your behalf. That relieves staff and volunteers from the burdensome task of knocking on doors. And, contributing to the success-rate, we use our ROI research to deliver customized, targeted presentations.

Hands-on — Our senior staff remain visible and accessible throughout the process. With STELLAR, you enjoy direct contact from our management team, as well as personal weekly updates directly from STELLAR's president.

Guaranteed Return — Our approach works; however, should your campaign fall short of the stated goal, STELLAR will stay on-task an additional month at no fee, guaranteed.

Investor Relations & Retention — We further ensure your success with suggestions about how to communicate and retain investors long after the completion of your campaign.

FlexPlan — Should your organization require something other than turnkey, comprehensive fundraising campaign management, we can customize an approach that delivers precisely the service you want.

Advancing Nonprofits and Their Goals

Three-step Methodology Gets Results

STEP ONE

DISCOVERY AND PLAN DEVELOPMENT

First we listen, ask questions and then develop an action plan targeted to those who can make it a success.

By understanding your unique situation, we work with your leadership to develop the strategic action plan that addresses your most critical needs and opportunities. Expect appropriate strategies, action steps, timetables, detailed budget and ROI.

We think of potential contributors to your plan as investors — not donors. Our research capabilities quantify what investors can expect. For example, a dollar contributed might result in forty dollars returned to the community in the form of new economic growth. Armed with that measurable, tangible return-on-investment (ROI) data, your plan is more effective at netting the funds required by your project.

STEP TWO

FEASIBILITY STUDY

Exhaustive interviews predict success of the plan.

Buy-in from key, potential investors is critical. That's why STELLAR conducts a thorough Feasibility Study ensuring that they understand and support the plan. And, we do this before asking them to invest in it. Our process — which includes fifty or more face-to-face

interviews — guarantees confidentiality to ensure honest feedback.

The result is a *STELLAR Findings Report* that details the fundraising initiative's strengths and weaknesses, as well as leadership's attitudes regarding the proposed campaign. Many organizations find the report's detailed, objective feedback extremely illuminating — and invaluable when planning future organization direction.

STEP THREE

THE CAMPAIGN

On-site and on-task, STELLAR conducts another successful fundraising initiative.

STELLAR improves upon the old model that distracts staff and volunteer leadership from their everyday tasks. We take a different approach, stationing our executives on-site for the entire campaign. We conduct the bulk of the campaign. You contribute by providing direction, attending key meetings and participating on top calls.

To deliver the greatest potential for success, we arm every presenter with custom proposals that capture the ROI and other data from the Feasibility Study phase. Presenters are more effective when they have the facts to support their request.

When the campaign concludes, you have the financial commitments you need. Plus, STELLAR provides a *Wrap-Up Report* containing all necessary pledge information. This report includes our exclusive fundraising database, which easily integrates into your accounting system.

STELLAR Economic Development Services

Our complete range of Economic Development services creates jobs and increases your community's tax base by attracting new companies and growing existing industries. Our unique approach succeeds by focusing on strategic planning, targeting the most suitable industries, analyzing your workforce, assessing strengths and weaknesses, and creating city-to-city benchmarks for clear comparisons.

Successfully Supporting Nonprofits and Their Goals

When you let STELLAR Fundraising Executives apply their fourteen years of experience to your organization and its needs, you benefit from the knowledge that has assisted more than forty organizations. Our experience with multi-year fundraising initiatives throughout the United States has raised more than \$200 million.

Serving the Nonprofit Community

Our client list reflects our focus on economic and community development, as well as youth services and education. Typical clients include:

- Economic Development Organizations
- Chambers of Commerce
- Community Groups
- Educational Institutions
- Junior Achievement
- Boy Scout Councils

"I'm a big fan of STELLAR and of Terry Cusack."
Michael M. Lawson, President & CEO
Colliers Commerce CRG, Salt Lake City, Utah

"After an exhaustive review of four national firms, we selected STELLAR to assist our effort because of their extensive knowledge and hands-on staff experience with designing, funding and implementing similar initiatives."
Stuart Banks, Chief Operating Officer
Greater Phoenix Chamber of Commerce (Ariz.)

"We believe STELLAR will provide the personal, hands-on process we are looking for in moving our economic development efforts forward."
Elizabeth C. Harris, President
Jobs Now, Inc./Flathead County Economic Development Authority (Mont.)

"STELLAR provided a great value."
Rod Crider, Past President
Livonia Chamber/Economic Development Partnership (Mich.)

"Exceeded goal by 25 percent...over delivery is a good thing."
J. Kent Just, Executive Vice President
Twin Falls Area Chamber of Commerce (Idaho)

"I strongly recommend the STELLAR team for any project."
Ronnie Morrison, President
Lewisville Chamber of Commerce (Texas)

"Second to none...\$2 million raised in our small community."
Elyse Cochran, Director
Cartersville-Bartow County Economic Development (Ga.)

Leading STELLAR's 12-person team to achieve your goals.



Terry J. Cusack, President and CEO
STELLAR Fundraising Executives, Inc.
8 8 8 - 8 9 7 - 4 6 6 7
E-mail: info@stellarfundraising.com
www.stellarfundraising.com



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