# What's your two-year plan?

# If you don't have a strategy for how to engage, acquire and retain donors, we're here to help.

Many of our clients know they need to do more with their fundraising and donor engagement programs. Smarter outreach. Better segmentation. Stronger ROI. But where do you start?

That's where Beth Interactive comes in. We meet with you and your team to discover absolutely everything about your fundraising program: from annual giving and capital campaigns to major gift outreach and stewardship. We also get to know *you* by learning about your community, your team, your biggest strengths and challenges.

Then, we build a customized two-year plan to serve as a comprehensive roadmap for your fundraising strategy and communications. You'll know what to do each month—who to talk to and what to say—in a way that is both sustainable and ensures growth year after year. (And if you need help implementing the plan, we're here for that, too!)

Average number of hours meeting with you and your team

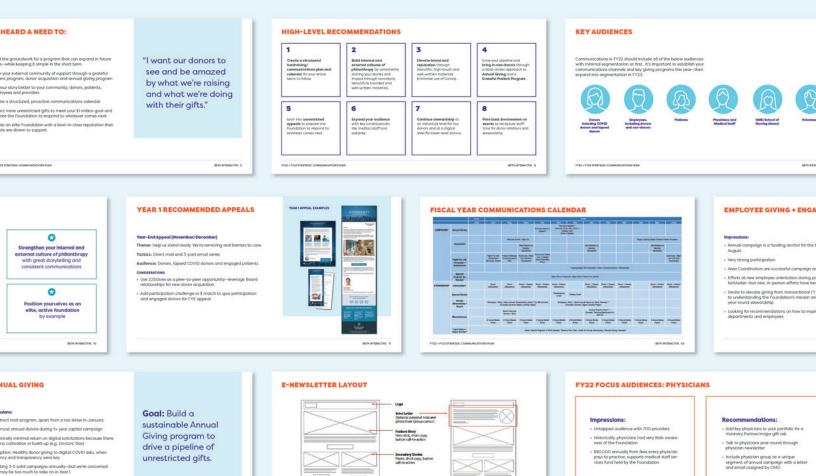
Average number of slides in our findings presentation (we're really thorough!)



"This is incredible.
You've created
something that I have
always wanted for our
team! This gives us
exactly the plan and
programs we need to
focus on for the next
two years. You all
are the best in
the business."

Erik Showalter, CFRE President Baton Rouge General Foundation





#### How do we start?

All plans start with our "Discovery Phase"—a series of Zoom calls or in-person meetings with your team to learn everything we can about your foundation. We build out a specific agenda in advance so you can invite key team members to attend only the sessions relevant for them.

### What do I get?

We present our findings in a Zoom call to you and your team, plus provide a PDF of our full report with a 24-month calendar.

## What happens next?

Our strategic communications plan will have a ton of recommendations—broken into work best completed by your team, and areas where you might prefer the expertise of an outside partner. Together, we'll identify where Beth Interactive could best provide strategic support and implementation, then deliver an itemized quote for your review prior to getting started.

Want to see what this could look like for you? Reach out today to start the conversation!

#### **Beth Interactive**

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## Our strategic communications plans cover some or all of these topics:

- Acquisition
- Annual Giving
- Board Communications
- · Capital Campaigns
- · Digital Philanthropy
- Driving a Giving Pipeline
- eNewsletters
- Events
- Grateful Patient Programs
- Key Messaging Themes
- · Major Giving
- · Online Fundraising Platforms
- Planned Giving
- Print Communications
- Stewardship

You'll receive a final presentation PDF of our findings with actionable next steps!

