



THE ALFORD GROUP™

About The Alford Group

Our Mission

We strengthen the not-for-profit community.

Our skilled consulting staff helps clients address issues and projects related to philanthropy, governance, strategy and management, professional development, and assessment. We help not-for-profits fund and manage their operations more efficiently to better serve their constituents.

The Alford Group has been a leader in providing tailored solutions and responsive services to over 3,000 not-for-profits since 1979. Today, we serve not-for-profits across the country, helping them to build their capacity through innovation, planning, training, and action.

Select Community Foundation Clients:

- The Chicago Community Trust
- Community Foundation for Palm Beach and Martin Counties
- Community Foundation of Fox River Valley
- Community Foundation for Greater Buffalo
- Community Foundation of Greater Birmingham
- Community Foundation for Greater New Haven
- Community Foundation of Western Nevada
- Greater Cincinnati Foundation
- Greater Milwaukee Foundation
- Greater Tacoma Community Foundation
- Lake County Community Foundation
- Madison Community Foundation
- Yakima Valley Community Foundation

Contact:

Chicago (312) 929-4646 **New York** (845) 439-1242
Seattle (206) 548-0451 or email info@alford.com

Services

- **Fundraising.** Our staff offer expert fundraising counsel during feasibility studies, campaign implementation, major gifts initiatives, case development and more.
- **Strategic Planning.** We have proven success working with organizations in strategic planning, program development, benchmarking, and campaign counsel. Our consultants are also available to facilitate retreats and visioning sessions.
- **Governance.** Our governance support services include board development, leadership training, bylaw review, CEO and staff evaluation, and more.
- **Corporate Partnership Strategy.** Our staff experts assist in discovering, analyzing and implementing meaningful partnerships with corporations - beyond sponsorship.
- **Data Analytics.** Our data experts analyze donor data to uncover deep insights about your supporter base. This service includes both database analysis and surveys.
- **Professional Development.** Our consultants provide customized board and staff training, executive coaching, and leadership counsel.



How to Grow Your Asset Base:

The 4 Things You Must Do FIRST

#1 Strategic Planning

- A visioning process, thinking BIG
- Involves selected board, staff and community leaders
- Examines all areas of business for the foundation

#2 Board Readiness

- Essential for your board to support all asset-building activities, from initiatives to full-blown comprehensive campaigns
- Board **MUST** agree with the direction, in order to serve as your ambassadors, cultivators and solicitors

#3 Infrastructure

- Do you have enough staff? Do they have the correct skill sets?
- Which skills are needed at what point in the asset-building effort?
- Must have the human resources and skills in order to be successful

#4 Unique Value Proposition

- Why give through a community foundation rather than directly to a non-profit organization?
- What differentiates your community foundation from other entities offering donor advised fund programs?
- If you can articulate your unique value proposition, you can engage prospects, volunteers and community leaders to become involved with you

To learn more about our services, contact us today:

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