



# Bluffview Montessori

## Major Gifts & Annual Fund Campaign Proposal

November 2020 to May 2020

CRESCENDO FUNDRAISING PROFESSIONALS, LLC  
Brianna Pyka, Consultant

### Background & Experience

Crescendo offers opportunities for not-for-profit organizations and municipalities to raise funds for construction, expansion renovation, annual funds and special projects. Examples of the consulting firm's work includes not-for-profit organizations, recreational centers, aquatic centers, parks, libraries, senior centers, renovation projects, schools, community centers, and other multi-faceted facilities.

Consultants have assisted cities and organizations in Minnesota, Wisconsin and Iowa raising capital funds to better serve missions and community needs. Crescendo offers a comprehensive approach to the fundraising programs it manages. Fundraising professionals offer natural interpersonal skills to bring many stakeholders together around a common mission and campaign effort. The firm offers research and assessment of feasibility to raise desired funds, extensive planning, and execution of all campaign phases, solicitation training, grassroots implementation, volunteer leadership support, social media platforms, and promotional material development.

The following professionals will be supporting your fundraising project in key areas of expertise and involvement with Brianna Pyka serving as the main consultant:

Brianna serves Crescendo Fundraising Professionals clients with a specific attention to capital campaign management, campaign readiness/planning studies and marketing, branding and communications elements of a campaign. She carries an M.B.A. from Concordia University, St. Paul, and her under-graduate degree in marketing and entrepreneurship from the University of St. Thomas, St. Paul. She also has background as a marketing manager, digital marketing strategist, events manager and marketing/public relations specialist.

Her volunteer activities include a former volunteer tutor at Simpson Housing Services, StuartCo volunteer committee member, marketing committee board member for Girls on the Run, Twin Cities Chapter. She currently serves on the board of the We Can Learn Foundation, a nonprofit by Edmentum.

Ellen Hongerholt, M.A., Owner, Ellen has 18 years of experience in capital campaign management including but not limited to the planning study assessment process, fundraising proposal development, grant development, capital campaign execution and both individual and corporate major gift solicitation. Ellen will provide advisement on an as needed basis at no cost to the project.

### **Proposed Fundraising Goals**

I. Create S.M.A.R.T. goals to help meet annual operating funds needed for a balanced budget and secure long-range financial confidence via the Bluffview Future Fund including a combination of major gifts and annual campaigns.

II. Revise Case based on updated goals defined.

III. Validate Case with 20-30 Bluffview Montessori supporters and areas business people within the Winona area.

IV. Create Friends of Bluffview Montessori committee to steward a strong communication and fundraising approach to support financial needs now and into the future including Major and Corporate Gift Program, Leave a Legacy Policy, Foundation Giving and Partnership Development.

## Strategic Fundraising Elements



Timing	Details	Consulting Fees	Implement Plan
November	Information gathering. Planning for year-end appeal. Develop email & letter appeal. Review Bluffview's current case statement and associated materials.	\$2,500	Director Consultant
December	Consultant provides process and monthly planning meetings with Directors and Board, overall timeline. Develop SMART goals Begin planning to identify top individual stakeholders as cultivation.	\$2,500	Consultant Director Board approval
January	Revise Case Create Communications/PR plan Develop Friends of Bluffview Committee	\$2,500	Director Friends
February	Validate Case Kickoff Friends of Bluffview Committee	\$2,500	Consultant Friends Director
March	Consultant/Friends of Bluffview develops Major Gift Solicitation plan for unrestricted gifts. Follow up of Individuals by Directors and Board Prospect major donors. Finalize solicitation materials. Friends of Bluffview meeting	\$2,500	Consultant Director Friends Board follow up to secure funds
April	Secure new donors and increase support from small to medium sized donors. Consultant creates yearly communications plan & identified yearly potential foundation support. Friends of Bluffview meeting	\$2,500	Directors and Consultant appeal
May	Organize/update second half of year Communications plan Friends of Bluffview meeting	\$2,500	Friends Consultant Director



In consideration of the consulting services to be provided by Crescendo, the client would agree to pay Crescendo's consulting rate of \$2,500 per month. Crescendo will bill the client on a monthly basis, with the billing to include a summary of activities completed for each month. Bluffview Montessori staff will assist in preparation of content and materials. Fees are not based on the goal, according to the Association of Fundraising Professionals (AFP) Code of Ethical Principles and Standards of Professional Practice, but on the time and expenses taken to manage the plan. The contract also includes an opportunity for the client to conclude the agreement at any time if the appropriate support and volunteer assistance is not forthcoming for the proposed plan.

### **Expenses**

The client is responsible for the campaign operating budget that would include all the necessary expenses for the campaign(s). Crescendo estimates that cost to be anywhere from \$2,500-\$4,000, which primarily includes cost for printed materials and any associated events.

### **References**

Please contact Crescendo references.

Kimberly Hennings, Deputy Director  
L.E. Phillips Memorial Public Library  
715-839-6225  
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Chris Pettis, Executive Director  
The Highground Veterans Memorial and Park  
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