

REAL FUNDRAISING -- PRESS RELEASE -- REAL FUNDRAISING -- PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Farmington – Real Fundraising is now providing a real solution to a problem faced by many organizations and their professional and volunteer leadership – how to get the real scoop on how their fundraising operations are running, through its “Development Assessment” program. And it’s free!

The “Development Assessment” program provides not-for-profits of every kind and size the opportunity to have a “hands on” visitation and analysis by a consultant with significant experience in the fundraising field, who reviews every aspect of the development operation. The session usually last 1-2 hours, with a written assessment sent to the organization within a week.

“Our assessments mean that organizations are given the chance to really get someone with both experience and expertise in their shop to give them the overview as well as the detailed analysis they need to consider improvements in their fundraising programs,” notes Jonathan H. Spinner, President of Real Fundraising. “Many times, it allows the staff to get the attention of volunteer leadership about new ways of looking at long-time problems, and finally resolving to do something about it.”

“Real Fundraising is very pleased that we also have the chance to tell about the many new products and services out there to help the not-for-profit do a better and more efficient job,” Spinner says. “Since we have the contacts to so many services, almost all of them located in-state, we also feel we’re helping Connecticut’s overall business situation.”

The new “Development Assessment” program has been in operation for three weeks, and has already begun to make a difference to those agencies visited. “One organization, which was contemplating closing its doors because it was running a deficit, is now giving serious thought to keeping open, providing its very important services, while changing its fundraising program entirely,” stated Spinner. “We hope we can provide that sense of positive change to the not-for-profit sector in many places.”

Interested organizations can sign up on Real Fundraising’s website (www.real-fundraising.com) for more information and a follow-up call for appointments.

What is Real Fundraising?

Real Fundraising is a Connecticut-based consulting firm that focuses on providing real solutions to the real fundraising problems of not-for-profits in Connecticut, regionally, and nationally. The firm specializes in major gift programs, feasibility studies, capital and endowment campaigns, and board training and education. Real Fundraising was the co-sponsor of the 2005 “Best Practices” Conference with the University of New Haven. It is in partnership with FundraisingINFO.com, a comprehensive Internet-based fund-raising consulting company that provides nonprofit organizations with interactive, up-to-date training, advice and information about fund-raising techniques, products, services and prospects. #####.