



## **Why Mikuska Group?**

We teach people in non-profit organizations how to engage donors. We help you learn what a culture of engagement is and how that benefits your whole organization. We identify what you need to support fundraising and engagement, including staff, database, professional development coaching and mentoring, and key messages. We also work with boards on governance and board members' roles in donor engagement.

We provide custom advice. Your vision, mission and values are unique to you - so should the guidance you receive.

## **The Process**

Together we determine what course of action will be most effective given available time, talent and resources.

Here are examples of what we can help you with as experts in fundraising and engagement:

### **Donor engagement:**

- fundraising program audits and plans
- donor relationship management
- board, staff and volunteer training
- feasibility study
- stewardship

### **Development office:**

- donor relationship management systems (databases)
- policy development
- assist in hiring staff
- coaching and mentoring
- prospect identification, research and analysis
- sponsorship plan
- campaign plan
- campaign counsel

### **Key messages and communications:**

- case for support
- communication strategy