

Events Approach Changed To Cure Strategy

Summary **1**

Foundations are known for being led by the heart. Although heartfelt organizations are a good thing, this often leads many to miss the mark on what their true mission is and the best way to align resources to do even greater works. Vision Alignment was asked to support them in ensuring donors continued to see true value and ROI year over year.

Purpose **2**

In recent years, contributors have changed their habits and have begun requiring a real return on their gifting, beyond that of feel-good events and fun parties. Our goal was to ensure that this Foundation didn't fall prey to this trap and were poised to capitalize on positive momentum.

The not-for-profit field is filled with competing heartfelt organizations, trying to solicit dollars for events that do not necessarily provide the intended ROI of the foundation.

In our recent engagement with a non-profit, we quickly transformed their corporate identity, making the necessary adjustments to modify their mission, essentials and belief system. In addition, we quickly built the Foundation's strategy to align with the new identity.

In doing so, the foundation has been able to quickly solidify its board and embrace concerted efforts to enlist world-wide supporters to increase donated time, effort and major dollar gifting for a cure. In a matter of 18 months, this organization will move from \$800,000 in annual revenue to more than \$10 million. *How did they get to that?*

3

Action

4

Result

That is what results look like with Vision Alignment.