



CAMPAIGN MANAGEMENT PROPOSAL

November 2024

For: St. James' Church Leadership



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Dear Rev. Robert Lemon and Stewardship Committee,

We are pleased to present to you and St. James Church the following proposal for Campaign Management. **Our firm would be honored to support your campaign** based on our Planning Feasibility Study results, recommendations, and its alignment with your building and ministry plans. We hope to discuss **this proposal and campaign services** with the members of your parish.

We firmly believe that St. James's **campaign should be inclusive**, involving as many parishioners and stakeholders as possible. We recognize the importance of gifts of all sizes, whether they be financial or contributions of time. It is essential to express gratitude and appreciation to parishioners for their generosity. By **fostering a strong sense of community**, where all stakeholders are involved, we can create an enriching experience that strengthens and engages the community as a whole.

Furthermore, we believe that **a successful financial campaign should have a positive impact on your community's overall financial stewardship strategy**. In our previous collaborations, we have observed that organizations not only experienced an improvement in their financial strength but also deepened their understanding of Christian stewardship through the campaign process.

Considering St. James's previous significant campaigns, the recently completed M&M International **Planning Feasibility Study indicates support for a campaign with some modifications to the plans**. Utilizing this support and embarking on a campaign next spring would be appropriate, provided that the recommendations highlighted in the Study are implemented.

M&M International is prepared to support and work on missional planning by integrating all fundamental elements of a campaign. We are **committed to assisting St. James and the Committee** with campaign management for a parish campaign.

We hope that this **proposal provides you with a clear understanding of our campaign process and our model of servant leadership**. Our extensive experience, combined with our attentive and professional guidance, will undoubtedly bring value to your campaign. We eagerly anticipate the opportunity to discuss this proposal for Campaign Management services in greater detail.

Yours in Christian Service,



Martha Asselin, Managing Director

CORE BELIEFS ABOUT FUNDRAISING

Our core beliefs help to create a decision-making framework that will aid us in creating something new, fix something broken, or solve sticky problems. They are the highest **values that guide our fundraising actions**, unite our volunteers, and staff, and define our communication.

- ❖ God's love for us and our faith community is central to any fundraising activity.
- ❖ Fundraising is an expression of ministry, supporting God's faithful people. Money for ministry is a fundamental principle found in the Gospel.
- ❖ Fundraising assists in bringing about the Kingdom in our communities.
- ❖ As Anglican's, we are called to do God's work in the world and money is the common currency enabling us to perform specific ministries.
- ❖ Fundraising helps people in their individual spiritual journeys.
- ❖ Fundraising builds community and forms lasting relationships among the people in our communities by sharing in the mission.
- ❖ Stewardship is the recognition of gifts of time as expressed in volunteering, gifts of talent as expressed in the use of God's gifts given to individuals and gifts of treasure as expressed in financial donations.

CAMPAIGN DESCRIPTION

Our proposed fundraising campaign is a comprehensive initiative aiming to generate both financial support and community engagement, enabling St. James to further its mission and vision of learning to follow Jesus, transforming lives, and living the fruits of the Spirit within the congregation and the broader community. The Campaign will be implemented over a duration of approximately 6-8 months, during which we will employ a range of targeted strategies to maximize impact and foster a sense of unity and purpose.

Purpose:

The purpose of the campaign is to raise the necessary funds to support the plans being refined by the committee and ongoing activities of St. James Church.

Goals:

- 1. Financial Goal:** The primary goal of the campaign is to raise approximately \$640,000 (will be further defined with missional planning) in order to repair and replace the church's physical structure, expand vital church programs, and improve the functioning of the upper and lower halls. These funds will enable St. James to continue its mission and ensure a sustainable future for its members and the community it serves.

2. **Congregational Engagement:** Another important objective is to engage and inspire active participation from members of the congregation. We aim to cultivate a sense of shared ownership and commitment to the church's mission, fostering a community that is invested in its growth, outreach, and spiritual well-being.

Key Activities:

- A. **Stewardship Education:** We will develop stewardship education programs and materials to educate and inspire the congregation about the importance of financial support for the church's mission. This will include resources for legacy giving. These initiatives will emphasize the impact of individual contributions and highlight the various ways in which members can participate.
- B. **Capital Campaign:** As part of St. James's campaign, we will focus on raising funds for critical infrastructure improvements, maintenance projects and ministry funding as defined by the final case and plan. These efforts will ensure that the physical spaces of the church remain welcoming, safe, and conducive to worship, fellowship, and community activities.
- C. **Congregational Events:** The Parish committee with M&M International support will organize congregational events that foster connections and demonstrate the church's commitment to the church community's well-being. These events may include kick-off and celebration Sundays to create awareness, provide information and celebrate achievements.
- D. **Online Giving and Digital Outreach:** Leveraging digital platforms, we will implement online giving solutions that provide a convenient and secure way for individuals to contribute to the campaign. Additionally, we will utilize social media, church website, and email communications to raise awareness, share stories of impact, and engage the broader and online community.

Anticipated Impact:

The campaign is designed to have a significant impact on St. James's mission and its ability to serve its congregation and the community. With the successful implementation of the campaign, we anticipate the following outcomes:

- ∂ **Spiritual Growth and Renewal:** The campaign will enable the church to enhance its spiritual programs, nurture the faith of its congregation, and provide transformative experiences that deepen the connection to God and strengthen the sense of community.
- ∂ **Enhanced Fellowship Spaces:** The campaign's focus on the restoration and maintenance of the Church will sustain a welcoming and functional spaces for worship, fellowship, and community events. These enhanced facilities will provide a more conducive environment for spiritual growth, congregational activities, and community gatherings.
- ∂ **Stronger Congregational Engagement:** Through the campaign's educational efforts, we anticipate increased congregational engagement, as members recognize the importance of their financial support and actively participate in the church's mission and activities.

CAMPAIGN PHASES

To conduct a campaign of this size and scope successfully, *M&M International* will support St. James's leadership and volunteers in the completion of the following elements in a timely manner:

Preparation and Readiness – Building the Foundation

Approximately 6 weeks
February/March 2025

This phase is where all the necessary “behind the scenes” work is done. This is an extremely important phase and there are many tasks that require consultation, planning, creation, and implementation. *M&M International* provides the resources, templates, and expertise to efficiently implement this phase.

In this phase, *M&M International* supports St. James in campaign brand development, leadership recruitment, writing the Case for Support, list preparation, campaign office establishment, and crafting the overall Campaign Strategy and Plan. Furthermore, we are committed to harmonizing St. James's strategic plan with its fundraising imperatives. This will be achieved through the facilitation of a collaborative planning session, followed by a comprehensive write-up, ensuring seamless alignment between strategic vision and fundraising goals.

The Campaign Committee, especially the Communication Chair will assist *M&M International* in creation of visit materials, brochures, online website content and promotional toolkits used for social media, weekly newsletter updates and various communication avenues.

1. Case for Support – Building the Framework

The Case is the foundation of all the materials prepared for the campaign. The basis for the Case is the Study Preliminary Case, which will be **revised based on the Study results** and the St. James leadership decisions on plans. **The Case for Support:**

- Is an introduction of your plans to stakeholders and specific details of your compelling need
- Describes the vision and mission of St. James and how the project and funding plans support that mission
- Is no more than six pages long and is **used to prepare solicitation pieces, the brochure and communication and marketing content** for the campaign's active visiting and solicitation phase
- Asks for Support

2. Communication Plan and Visit Materials

M&M International is dedicated to crafting a tailored communication plan for St. James's Campaign, encompassing a strategic roadmap for effective outreach. This comprehensive communication plan will encompass various elements, including targeted messaging strategies, engagement tactics across diverse platforms, audience segmentation, timeline coordination, and performance evaluation. Our goal

is to ensure that every communication effort resonates powerfully with the congregation and broader Stratford community, fostering a deeper connection and driving enthusiastic support for St. James's Campaign.

M&M International will host a Branding and Creative session for St. James's Campaign Committee and leadership. This session focuses on developing a cohesive and impactful brand image for the campaign, including the creation of a logo, selection of colors, typography, and the overall theme that will guide the visual and messaging elements of the campaign. Based on this session, **M&M International** will design materials based on experience and insight into industry leading standards, gaining feedback from the Campaign Committee through the process.

These visit materials will convey what the plans are designed to accomplish with **the goal of educating members of St. James on the details of the program**. These materials will provide a level of comfort to the members and help everyone to feel that the project is *substantial* – informing with appropriate knowledge and details. We will support the customization of materials to the style of the parish. The necessary elements within the visitor/ambassador package are a promotional brochure, pledge card and pledge envelope, to maintain confidentiality. Other materials may include campaign letterhead, with accompanying envelopes for specific requests, such as legacy gifts, acknowledgements, and general campaign correspondence.

Tasks include, but are not limited to:

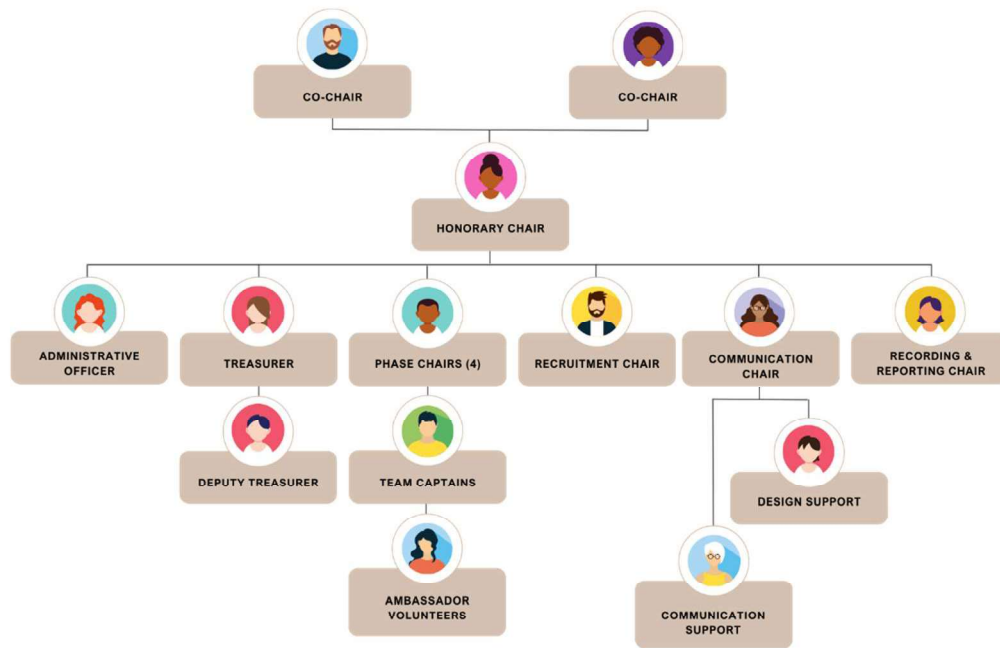
- Campaign Plan developed and finalized
 - Develop and finalize the Case for Support and refine goal amount
- Leadership Recruitment
 - Training of leadership
 - Phase Recruitment
- Campaign Brand: Logo, Slogan and Promotional Toolkits
- Preparation of Campaign Communication and Engagement Plan
 - Weekly plans, themes and samples for online and printed communications, newsletter, announcements and website updates
- Preparation of Campaign Marketing Materials
 - Banners, posters, thermometer and more
- Creation and printing Ambassador Materials
 - Brochures, Letter of invitation, Commitment Card,
 - Thanking process and materials
- Annual Stewardship Plan and materials

3. Leadership – Building the Team

Organizational leadership is an important element of financial campaigns. New and established parishioners alike should be asked to participate in the campaign and play an active role in leading it. **M&M International** will support the process of engaging and training the Campaign Committee in the

roles outlined in the organizational chart. The greater the personal involvement, the greater the support and buy-in for the campaign.

M&M International's strategy involves many volunteers and support from St. James's parish leadership, each of whom participates and contributes to a successful outcome. Current leaders and others will be valuable members of a campaign team. A broad, diverse group of leaders were identified in the study and **M&M International** will work with St. James's leadership and others to select the Campaign Committee members and volunteers. Provided below is a template campaign committee organizational chart, **M&M International** will provide a description of the roles and responsibilities for Committee member selection.



4. Stakeholders and Other Prospects – Building Community

Having informed parishioners is extremely important when being asked to consider gifts. While parishioners will account for more than 95% of the overall funds raised, there are other connected organizations, businesses, foundations, and individuals who may believe in the mission of the project. This campaign provides a platform to build new relationships.

The plan will include comprehensive face-to-face visitation of all parishioners and stakeholders, as appropriate. Although this requires significant effort on the part of the Campaign Committee members, the time invested will have far-reaching benefits. We have learned that a Financial Development Campaign creates a more connected community. All volunteers will be properly trained for their discipleship work by an **M&M International** consultant.

Compiling parishioner and stakeholder lists is of the utmost importance for the campaign and for St. James's ongoing work and communications. Populating the lists and setting phase visitation schedules is important to set the tone for a campaign. Conducting leadership visits early in a campaign is critical. List development is therefore a key priority as it provides a solid foundation for current and future work. These approaches above will be detailed in the Genesis or planning phase of the campaign and all potential avenues of support will be developed and conducted.

Additionally, **M&M International** will provide training and hands-on support for gift processing. The current database utilized is effective for the use of donation and donor management. **M&M International** will analyze the functionality for a Campaign of this magnitude and may recommend another system or work within the current system.

Tasks include but are not limited to:

- Develop Donor Cultivation Strategy
 - List preparation and research of individual donors if required
 - Donor presentations and detailed personalized materials
- Development of Phase parishioner and stakeholder visit lists
- Campaign office, treasurer and parishioner information display set-ups
- Donation Database selection, training, and implementation (if applicable)
- Gift Recognition plan and approval

5. Campaign Plan – Building the Road Map

Any campaign, regardless of size, requires a sound plan. This plan must be customized to the needs of the organization, its parishioners and broader community, its goals and ultimately its mission and vision. We develop campaign plans and timelines that suit each individual organization. There is no “off the shelf” plan.

A plan must be developed in cooperation with the organization's leadership and the Campaign Steering Committee. Campaigns should be planned in accordance with the liturgical calendar, the season within which the campaign will be conducted and the available volunteer resources.

Planning is perhaps the least understood element of successful fundraising campaigning but **M&M International** has significant experience in successful campaigns.

The plan for this campaign would be developed in the context of the “Planning Feasibility Study” findings. **M&M International** will use their expertise, the guidance of the Campaign Leadership Committee and a discernment process to develop the plan. The plan will segment the list of parishioners and stakeholder into several phases to strategically focus volunteers and staff on fundraising goals and reduce burnout and volunteer fatigue. Each phase will be designed to communicate the Case and ask the parishioners to consider meaningful, proportionate, and sacrificial gifts to the parish. Parishioners will be asked to make a gift or financial covenant in the form of a special 5-year pledge with monthly, semi-annual, or annual gift options. The Campaign, structured in phases,

will meet its financial goal if the plan is executed efficiently and effectively. Planned Giving or Bequests **will be included** in the fundraising materials for parishioner visit.

All parishioners will be asked to consider their personal level of financial support to St. James. However, the campaign, structured in phases, will meet its financial goal if the plan is executed efficiently and effectively.

M&M International will work with your volunteers to teach and support the execution of the methods and requirements of effective financial stewardship. Learnings will be incorporated into the stewardship processes so that future fundraising programs can be undertaken successfully by St. James's volunteers and staff.

The **following visitation phases** are outlined below for initial consideration.

VISITING PHASES (DATES ARE TENTATIVE)

PHASE I (Matthew Phase)

Approximately 2 months
Matthew: March - May, 2025

The Matthew visits will be initiated at or just before the formal launch of the campaign, major donors, parish influencers and committed long term parishioners will be visited. Mid-way through this phase is the first public facing moment for the campaign, **M&M International** will provide support for the implementation of the “kick-off” and development of public facing communications focused on the broader church community.

These individuals, families or organizations will be asked to consider a gift that is consistent with their ability to give but also with additional consideration given to the parish needs. There will be around 35-50 families or individuals contacted and visited in this phase. Some parishioners in this group will become important volunteers to assist with the overall campaign. During this phase and the following Mark Phase, **M&M International** will hold several training sessions to provide Campaign Ambassadors with the knowledge, tools and confidence to visit fellow parishioners.

MATTERS OF TIMING, STAFFING AND COSTS

Timing

The Campaign will take approximately 5 - 7 calendar months to complete from the time we have our first planning meeting to the presentation of the final report. We have calculated approximately 2 days per week of support needed to complete a financial development campaign of this scope and size.

Staffing

Martha Asselin, Sarah McCarthy, and Stephane Urbasik will be involved in the campaign. Martha will be the Campaign Director and Sarah will provide expertise in marketing and communication, as well as supporting phase implementation and volunteer training. There will be additional support from consultants as required throughout the campaign.

Costs

The professional fee for the Campaign which includes all consultant expenses is **\$84,000** plus applicable taxes for campaign management services. Our plans include completion in either June or October 2024 based on the parishes ability to complete the phases effectively. We understand this cost is higher than expected, at this point, we anticipate that you may revise the goal. Also, our fees are based on supporting the parish in this every member visit. We can discuss this proposal and parameters once the parish has completed the recommendations for the study. This expected fees are based on the consultant time required for a parish this size.

If the Campaign includes a community event focused on raising funds for the bell tower, we will provide this proposal and quote under separate cover.

There will be no additional costs by M & M International unless travel outside of the Stratford area is required. St. James will require **an operative budget of \$2,000 - \$4,000** for specialized materials, mailings, and hosting of in-person and virtual events.

Timing	Services	M & M Team	Fee
Preparation and Readiness February/March 2025	Plan Preparation Communication Plan Training Matthew Phase preparation	Director Consultant support (2 days per week)	\$ 24,000
Active Visit Phases April - June 2025 and September/October 2025	Matthew/Mark/Luke Phase Visits Training Luke/John Phase visits/ contacts Continuation Report	Director Consultant support (1 - 2 days per week)	\$ 60,000
		Total Fees	\$ 84,000

The stated fee includes all the services outlined in this proposal. There are no additional costs and fees unless travel outside of the Stratford area is requested. **M&M International** will work with St. James to complete the campaign in the time outlined in this proposal. If more time is required, **M&M**



International will revise the work schedule to incorporate the additional time requirements. There are 4 full years of consultation services included in this proposal at no additional charge to a maximum of 1 day per year.

ELEMENTS OF A FINANCIAL DEVELOPMENT CAMPAIGN

At *M&M International*, we have witnessed the power of successful campaigns in addressing urgent organizational needs and revitalizing support for the operational budget. These campaigns not only generate essential funds but also foster stronger relationships and increase congregational engagement.

Special fund development campaigns consistently prove their ability to boost the organization's weekly income, surpassing long-term commitments. This heightened success can be attributed to these campaigns' ability to direct the organization members' attention towards every aspect of the mission and community engagement. This focused approach prompts a renewed reflection on finances, leading to increased support.

Consultant Support

This tailored proposal for St. James is based on the Feasibility Study and M&M International's experience. However, we recognize that modifications guided by the expertise and advice of St. James's leadership are essential for a successful campaign implementation. St. James's leadership will play an instrumental role in crafting a Campaign Plan that aligns with the parish's needs, environment, and goals. **Below, we outline additional key elements crucial for the success of most campaigns:**

Pre-Campaign Services

M&M International is dedicated to ensuring a successful campaign launch for St. James, and our Pre-Campaign Services are designed to lay a strong foundation for the fundraising initiative. Here's how we will support you during this critical phase:

Campaign Initiation and Strategic Alignment:

- We will work closely with a steering committee to initiate the campaign process, ensuring that the leadership team is enlisted and fully committed to the campaign's success.
- Our team will assist in aligning the strategic plan with the building and ministry resources to ensure a cohesive and impactful fundraising approach.

Case for Support Development:

- We will update the preliminary Case for Support, providing a comprehensive document that outlines the campaign's objectives, detailed costs, and implementation plans.
- The Case for Support will effectively communicate the compelling reasons for parishioners to contribute, emphasizing the impact their support will have on St. James's mission and community.

Kickoff Meeting with St. James's Leadership:

- **M&M International** will facilitate a kickoff meeting with St. James's leadership team to define the campaign's core objectives, set a realistic target fundraising amount, and establish key messaging strategies.
- This meeting will ensure that all stakeholders are aligned and committed to the campaign's vision and goals.

Campaign Coordination and Responsibilities:

- We will collaborate with St. James's leadership to assign specific responsibilities for campaign coordination, marketing, donor outreach, and event planning.
- By clearly defining roles and responsibilities, we will streamline the campaign's execution and ensure efficient progress.

Donor Database Assessment and Segmentation Strategy:

- **M&M International** will conduct a thorough assessment of St. James's existing database to understand donor giving history and engagement levels.
- Based on this assessment, we will develop a data-driven strategy to segment donors effectively, tailoring outreach efforts to maximize parishioner response and engagement.

Branding and Creative Workshop:

- Our team will facilitate a Branding and Creative Workshop to finalize the campaign's brand identity, logo, and theme.
- This session will create a cohesive and visually appealing campaign identity that resonates with donors and aligns with St. James's mission.

Development of Marketing Materials:

- M&M International will assist in developing essential marketing materials, such as brochures, donation forms, and social media graphics, designed to engage donors and inspire support.
- These materials will effectively convey the campaign's message, impact, and fundraising goals.

By providing comprehensive Pre-Campaign Services, M&M International aims to equip St. James with a strong and focused start to the fundraising campaign. Our collaborative efforts will set the stage for a successful and impactful fundraising journey, enabling St. James to achieve its goals

Evaluation and Reporting

For a campaign to be successful, the campaign leadership team must know the status of every phase and the work that has both been undertaken and yet to be undertaken. **M&M International** is sensitive to these needs and provides ongoing tracking reports and gift distribution analysis.

M&M International provides detailed and informative reports to guide our strategies and activities and provide ongoing insights into campaign progress. Our sensitive and understanding approach of the confidentiality of individual pledges is critical to confidence in the processes undertaken. The reports provided are insightful and actionable.

Progress Reports:

Throughout the duration of the campaign, **M&M International** is committed to providing St. James with regular progress reports. These reports will serve as a valuable tool to monitor the campaign's success and inform strategic decision-making. Here's how we will approach progress reporting:

- We will deliver weekly or bi-weekly progress reports to St. James, ensuring timely updates on the campaign's performance.
- These reports will include key metrics, fundraising updates, and highlights of significant contributions or milestones achieved.
- Any challenges or opportunities that arise during the campaign will be identified and addressed, allowing for necessary adjustments to the campaign strategy to maximize impact.

Evaluation Methods and Metrics:

M&M International understands the importance of evaluating the campaign's effectiveness and measuring its impact. We will employ a range of evaluation methods and metrics to assess the success of the campaign. The following evaluation metrics will be utilized:

- **Participation Rate:** We will measure the percentage of parishioners and community members who actively engage in the campaign, tracking their involvement and commitment.
- **Fundraising Progress:** The campaign's fundraising progress will be closely monitored against the target fundraising amount, providing a clear indication of its overall success.
- **Gift Contributions:** We will carefully monitor the number and value of gifts received assessing the campaign's communication strategy and ability to attract significant support.
- **Retention Rate:** The number of donors giving 5-year pledged gift or renewing their support during the campaign will be measured, providing insights into parishioner engagement and support for the Case.
- **Online Engagement Metrics:** We will track online engagement metrics, including website traffic, social media interactions, and email open rates, to evaluate the campaign's digital reach and impact.

Financial Updates:

Transparency in reporting the financial progress of the campaign is of utmost importance. **M&M International** will provide comprehensive financial updates to St. James, ensuring full visibility into the allocation of funds raised. Here's how we will approach financial reporting:

- We will break down the funds raised, providing a clear breakdown of individual giving by phase, gift distribution, and tracking against marketing initiatives.



- Our reports will transparently detail how the funds are allocated, ensuring alignment with the campaign's objectives and demonstrating stewardship of the contributions received.

By providing regular progress reports, employing effective evaluation methods and metrics, and delivering transparent financial updates, **M&M International** aims to provide St. James with a comprehensive understanding of the campaign's performance. These reporting mechanisms will enable informed decision-making, foster transparency, and inspire confidence among parishioners.

Engagement Elements

Personal Contact:

Our fund development campaign employs personal face-to-face and virtual visits as the primary medium for soliciting contributions. The campaign begins by seeking pacesetter gifts and later focuses on generating broad-based membership participation, irrespective of the gift size. We believe personal visits are the most effective way to solicit contributions and foster a sense of ownership and involvement in the envisioned projects.

While personal face-to-face visits are paramount, we understand that other approaches, such as group meetings and telephone contact, can be utilized based on the campaign's specific objectives. In collaboration with the Campaign Committee, our planning process phases the visits and considers the most suitable contact methods.

General Awareness:

Our financial development program is underpinned by extensive educational activities to inform members about the organization's urgent capital and ministry needs that cannot be met through regular weekly collections. Emphasis is placed on giving over-and-above regular offertory, meaning all contributions to the campaign are additional to ongoing financial support.

Stewardship Education:

Stewardship education is an ongoing process, and this campaign provides an excellent opportunity to build on current efforts or introduce stewardship principles. **M&M International** collaborates with the organization's leadership to prepare educational materials.

We encourage regular announcements and diverse teaching opportunities, utilizing various platforms like pulpit, newsletter, bulletin inserts, website pages, social media content, and articles for church and community publications. When different voices and perspectives present these messages, it enhances the educational impact.

Volunteer Training:

As the campaign unfolds, volunteers will receive comprehensive training conducted by **M&M International** staff, preparing them for their responsibilities. The training sessions will include general

familiarization with the process, an explanation of the steps for a successful visit, and materials to support their engagement.

Volunteers will receive a manual and informative package for use during their discussions with each parishioner. They will be trained in the most effective use of these materials and their role in delivering a personalized presentation.

M&M International emphasizes that all campaign participants will receive proper training, either in group sessions or individual training if required. Our typical 90-minute group training session covers:

- Preparation for visits
- Methodology
- Role plays
- Explanation of materials
- Reporting procedures
- Follow-up

The training sessions are strategically scheduled to accommodate most participants and ensure that techniques are fresh in their minds as they engage in the campaign's activities.

Through robust personal contact, effective stewardship education, and comprehensive volunteer training, we aim to create a campaign that not only meets its financial objectives but also fosters strong community engagement and a deep sense of ownership among parishioners. Our team at **M&M International** is committed to providing the necessary support and resources to ensure the success of this transformative campaign.

CONCLUSION AND NEXT STEPS

Thank you for considering **M&M International** as your partner for the campaign. We are genuinely grateful for this opportunity to work with St. James and contribute to this vital initiative that will make a positive impact on your community.

To progress further, we propose scheduling a meeting with **M&M International** to discuss the next steps in detail. During this meeting, we will address any questions or concerns you may have about this proposal and your plans and provide additional information as needed.

After approval of this proposal by St. James, we will proceed with formalizing the partnership through a comprehensive contract. The contract will outline the agreed-upon deliverables, timelines, and costs, ensuring transparency and clarity throughout the campaign process.

We are enthusiastic about the prospect of collaborating with St. James and are confident that our expertise, combined with your dedicated leadership, will lead to a successful fundraising campaign that fulfills the organization's mission and drives positive change in the lives of those you serve.