



## Raise the Plate

Secure High Level Returns on Your Collection

*Is your collection at full potential?*

### LAPA Fundraising Can Help

Your weekly plate collections and special stewardship drives define your faith community's annual fundraising. These activities are significant opportunities for real parishioner engagement, retaining member support and stimulating regular giving. They include: pulpit talks about stewardship, cultivation meetings with members, sending out well-crafted mail appeals based on a vibrant 'case' for support (why it's urgent for members to give).

*Raise the Plate* is LAPA's proven method to help you solicit, secure, repeat, and upgrade member contributions. Our method helps you break-through to higher-level returns, based on a three step process:

We **Review** your past stewardship drive performance. We examine your case for support, any existing donation databases, direct mail (letters, appeals, bulletin announcements, emails), as well as your approach to stewardship recognition; providing you with an assessment (and our recommendations) for the advancement of your collection. Member interviews can be included.

We **Analyze** your members current giving, scoring their readiness to give more and to hone in on their affinity with your mission. We also advise you regarding an appropriate 'ask' amount you can use to increase each members giving potential. Further, we analyze your stewardship budget to determine your return on investment with LAPA.

Our **Implementation Support** includes taking on fundraising asks when needed. We also help you define the steps necessary for more significant fundraising initiatives, such as a campaign.

**Most stewardship drives are plateaued; don't let this happen to you! You will likely be ready for a campaign after using *Raise the Plate*.**

### About LAPA Fundraising

For the past twenty years LAPA has provided high-level fundraising counsel to leading nonprofits and communities of faith globally. LAPA specializes in campaign, grants, and planning services.

#### Did you know?

Member giving makes up 95% of all revenue for most communities of faith. Knowing all you can about your members, their interest in being good stewards, and their capacity to give, is critical. At the same time, however, up to 40% of your member records can go out of date each year due to death, moving, or competition with other interest and causes.

#### LAPA Understands.

So we customize our service to help you produce highest donor retention possible, and to find new donors.

#### Unique to LAPA

Specifically we provide a proprietary process that updates your member record (death, change of address, etc.), providing an ask amount for each member record, and includes new contacts that show potential for giving. Through this state-of-the-art proprietary process, our advanced cultivation strategies, and coaching services, we help you *Raise the Plate!*

Call Laurence today  
(212) 932-9008