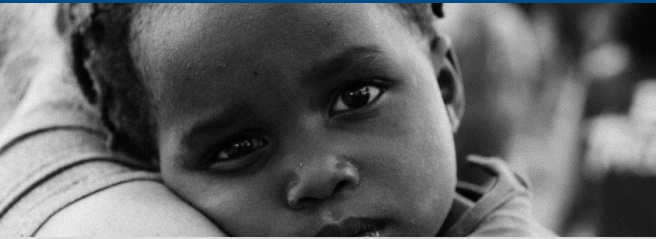




# FundRise



## Are Your Annual Expenses Covered?

### LAPA Fundraising can help.

"Annual fund" is a catch-all term for fundraising activities that cover your annual expenses. Activities such as telephone campaigns, direct mail, e-appeals, inserts in alumni magazines, adverts and web-based appeals, donor surveys, year-end appeals, and development committee guidance are all included.

FundRise is LAPA's custom method to help you solicit, secure, repeat, and upgrade donor gifts to your annual fund. This proven method helps your organization achieve higher level returns.

### FundRise is a three step process.

1. We **Review** your past annual fund performance, your case for support, your donor base effectiveness, your past appeals, your donor recognition program, and your lapsed donor reinstatement strategy. We will provide you with a full assessment and offer recommendations for advancement and improvement. In addition, your monthly giving club will be revitalized. Donor interviews can be included.
2. Our **Implementation Support** includes taking on fundraising tasks when needed and coaching your executive and development staff. We also help you define the steps needed to launch a major gifts campaign.
3. We **Analyze** your current donors, scoring their readiness to give more and their affinity for your mission. We also provide appropriate giving ranges for each donor. Further, your development spending is analyzed to determine the return on investment.

Most annual funds are plateaued; don't let this happen to you!

## ABOUT LAPA FUNDRAISING

For over twenty years, LAPA has provided expert fundraising counsel to leading non-profits. LAPA specializes in campaigns, grants, and planning services.

[www.LAPAFundraising.com](http://www.LAPAFundraising.com)

## Did you know?

Individual donor giving makes up 75% of nonprofit revenue. Knowing all you can about your donors is critical. Yet upwards of 40% of your donor base goes out of date each year due to death, moving or competition from other charitable causes.

FundRise makes up for that loss by positioning you for new donor acquisition.

## LAPA Understands

We customize our approach to help you produce the highest donor returns.

## Unique to LAPA

FundRise combines mail list acquisition with wealth-vetting, a LAPA proprietary process aimed at finding new donors and growing your major gift program. LAPA uses state-of-the-art donor wealth screening, advanced cultivation strategies, coaching and training, all to help you advance your annual fund.

Call us today

(212) 932-9008

The Art & Science of Nonprofit Fundraising