



MEETING OUR CLIENT NEEDS

How A Campaign Succeeds

LAPA Fundraising

Twenty-Two Month Snapshot



The Humane Society of Westchester Campaign



**Humane Society
of Westchester**

AT NEW ROCHELLE

from our home to yours

- Prior to their engagement with LAPA, the Humane Society of Westchester had no formalized fundraising program and an annual budget of \$1.4M.
- Total raised in twenty-two month campaign: \$4,250,000
- Return on Investment: \$9.62

LAPA's Campaign Work



Built a culture of philanthropy that will sustain the organization after the campaign



Feasibility study with top donor candidates to learn more about their view of the campaign



Developed a strong portfolio of loyal major donors

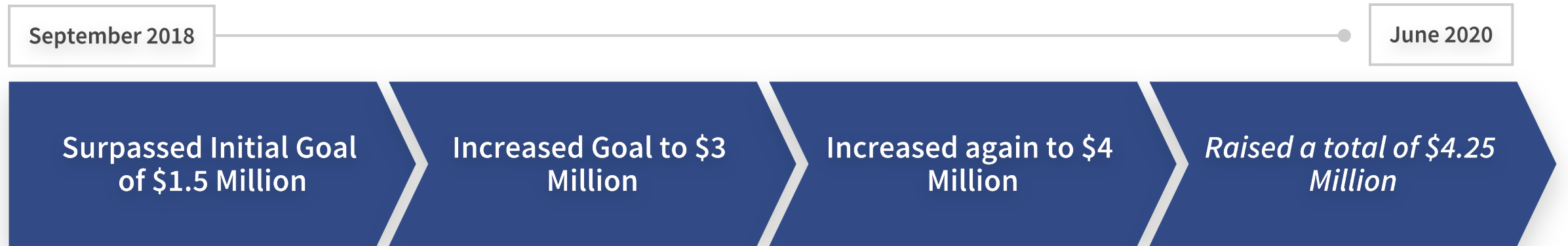


Cultivated seven philanthropic board candidates that align with the organization's values



Saw an overall increase in annual fund giving during the 22-month campaign

Timeline of Key Activities



Outline of Fundraising Gifts

1 Lead donation of \$1,100,000: Two separate gifts from a private foundation

2 Total number of donors over \$50,000: 16

3 Total number of donors between \$5,000 and \$25,000: 25

4 Total number of donors <\$5,000: Hundreds

Return on Investment for the Humane Society of Westchester



Return on Investment

Over twenty- two months, LAPA has returned \$9.62 for every dollar the Humane Society of Westchester has spent with us



Transparency

LAPA is the only fundraising firm that publishes its client's return on investment from working with us. Our report cards are posted at the LAPA website under "Approach"



Built to last

Through our campaign work, The Humane Society of Westchester has increased its reserve funds and built a culture of philanthropy that will sustain the organization long after the campaign

What Drives LAPA Fundraising?



Driven by Your Cause



Activist Fundraisers



Results for Our Clients



The Most Advanced Prospect
Research Possible



Celebrating 25 Years of Service



IT'S YOUR TURN NOW

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