

PROJECT PROFILE



The Art of Living

CONSULTING AND PROJECT MANAGEMENT '22 *The Art of Living*

Project Partners served as a consultant and project manager to The Art of Living for nine months, with several goals in mind for the fledgling organization that included increasing fundraising capacity, strategic planning, lending some structure to the programming and service delivery, and increasing awareness of the organization in the local community.

After conducting our Infrastructure for Fundraising Success assessment to determine gaps and opportunities, we coached the Program Manager to expand and implement innovative programming and improved outcomes tracking, while concurrently hosting a series of small events and initiatives designed to engage new supporters and partners that included a series of “Lunch and Learn” events and an Open House. During the assignment, a new volunteer management system was implemented, organizational relationships were strengthened, funder research was conducted, new marketing and outreach materials were designed, and new policies and procedures related to gift receipt and donor stewardship were established.

The project culminated with a full roadmap presented to the board president, outlining recommendations in the areas of strategic planning, service delivery, fundraising and donor management, marketing and outreach, and staff and volunteer engagement.

“It was a privilege to dig deep, assess the possibilities, design recommendations, and integrate some structure and best practices that will increase The Art of Living’s capacity to serve youth experiencing homelessness in Fort Worth. The need is great.”

Heather Lowe, MSW, Senior Consultant
Project Partners

