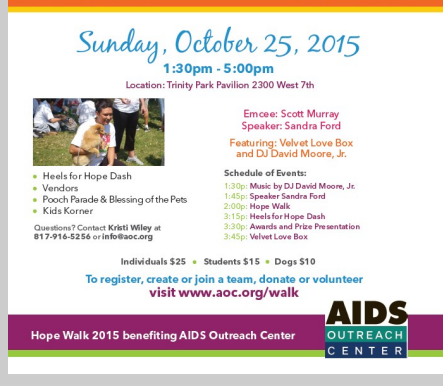


# PROJECT PROFILE



BENEFITING AIDS OUTREACH CENTER

## CONSULTING AND PROJECT MANAGEMENT FOR HOPE WALK '15 INTERIM DEVELOPMENT DIRECTOR WORK '15 AIDS Outreach Center

Project Partners stepped in just three months out from Hope Walk 2015 and provided turn-key consulting and project management services to assure a successful event. We supported the Hope Walk committee, coordinated with the AOC staff, advised on strategy, designed the event materials, helped integrate more user-friendly online features for registration and fundraising, coordinated logistics, orchestrated event-day activities and assured a positive fundraising outcome, especially as this was a transitional year of moving Hope Walk to the fall after their having just conducted a spring event. Results included a 64% increase in sponsors, an 82% increase in vendor revenue, a 28% increase in in-kind gifts to the event, and noted improvements in organization due to the use of checklists, volunteer schedules and timelines. During this assignment, the AOC Development Director left the organization and we stepped in to assure additional key development initiatives during this time frame.

“Thank you for jumping in on the Hope Walk work. You were an energetic, positive, expert force, and whipped us into shape, for sure. Thanks, too, for taking on the additional development tasks.”

Shannon Hilgart, Executive Director  
AIDS Outreach Center

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# PROJECT PROFILE



## **Confidential Strategic Fundraising Plan**

Designed to increase volunteer engagement,  
diversify funding, and increase the donor base.

This plan addresses Goal 2 of AOC's Strategic Plan: To build up the financial support base  
through diversified funding and enhanced fund development.

Presented to the

AIDS OUTREACH CENTER  
BOARD OF DIRECTORS AND STAFF

March 31, 2011

by

LERII F. SMITH, CFRE  
PROJECT PARTNERS, INC.



## **DESIGN AND DEVELOPMENT OF A STRATEGIC FUNDRAISING PLAN '11** AIDS Outreach Center

As an important part of the agency's strategic plan, AIDS Outreach Center engaged Project Partners to develop a comprehensive Strategic Fundraising Plan, designed to increase volunteer engagement, diversify funding, and increase the donor base. After much research and analysis, Project Partners developed and delivered to the executive staff and board of directors, a plan of action that addressed key components of sustainable development including mission-oriented fundraising, board and volunteer development, strategic integration, execution, and communications. AOC has served Tarrant County and seven surrounding rural counties with direct client services, prevention, education, outreach, and sound public policy since 1986.

**"Lerii developed and delivered an in-depth analysis and a comprehensive strategic fundraising plan for our agency. We fully expect great results for our fundraising and volunteer engagement as we work to implement the plan."**

Jim Downing  
Director of Development/Marketing  
AIDS Outreach Center