

PROJECT PROFILE

The collage consists of four separate promotional cards arranged in a 2x2 grid. Each card features the Arlington Life Shelter logo on the left and the 'ROAD HOME' campaign branding on the right.

- Top Left:** 'ROAD HOME Giving Society'.
Description: 'ROAD HOME Giving Society' event.
Image: Logo.
- Top Right:** 'ROAD HOME Tour'.
Description: 'ROAD HOME Tour' event on Wednesday, November 2, 2022, from 8:30AM to 9:30AM at 325 W. Division Street, Arlington, TX 76011.
Image: Two people sitting outdoors.
- Bottom Left:** 'ROAD HOME Luncheon'.
Description: 'ROAD HOME Luncheon' event on Thursday, October 20, 2022, at noon.
Image: Two people smiling.
- Bottom Right:** 'ROAD HOME Tour'.
Description: 'ROAD HOME Tour' event on Thursday, November 17, 2022, from noon to 1:00PM at 325 W. Division Street, Arlington, TX 76011.
Image: Two children hugging in front of a house.

Arlington Life Shelter

REFRESH OF DEVELOPMENT PLAN WITH A
FOCUS ON THE TOURS MODEL '22
Arlington Life Shelter

Working with the Development Manager and Donor Relations Manager, Project Partners helped Arlington Life Shelter take advantage of a recent capital campaign and the opportunity to re-engage 88 food volunteer groups after Covid disruptions. After reviewing the development plan, goals, and status, we developed and delivered a Systematic Tours Model Plan and Assets Summary for the new Road Home Campaign, complete with tailored graphics for the Road Home Tours, the multi-year Road Home Giving Society, and the Road Home Luncheon. The plan also included strategy, volunteer and donor engagement tools, and verbiage to lift.

"We are now equipped! Thank you so much for helping us develop the Systematic Tours Model, which is key to our development plan. It's been great working with you both, and we look forward to partnering again."
Liz Hammond, Development Manager
Arlington Life Shelter

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The image shows the cover of a document titled "Confidential Strategic Fundraising and Community Engagement Plan" for Arlington Life Shelter. The cover features the Arlington Life Shelter logo at the top left, which consists of two stylized figures forming a heart shape. Below the logo, the text reads "Confidential Strategic Fundraising and Community Engagement Plan". A brief description follows: "Designed to increase volunteer engagement, improve staff proficiencies, raise more money and raise the community profile of the Arlington Life Shelter." The document is presented to the "ARLINGTON LIFE SHELTER FUNDRAISING STAFF AND BOARD OF DIRECTORS" on "March 30, 2012" by "LERII F. SMITH, CFRE PROJECT PARTNERS, INC.". The Project Partners logo is at the bottom, along with their website and contact information.



DEVELOPMENT OF A FUNDRAISING AND COMMUNITY ENGAGEMENT PLAN; STAFF AND VOLUNTEER COACHING '12 Arlington Life Shelter

Provided consulting services to develop a comprehensive plan to raise more money, increase the agency's community profile, and engage more volunteers in fundraising. Coached key staff and volunteers on implementation of the plan.

"I knew we hired the right team for this job. Thanks for the advice, detailed plan, and orientation for staff and board members."

Becky Orander, LMSW, Executive Director
Arlington Life Shelter



The Arlington Life Shelter, since 1987, restores hope to the homeless through food & shelter, support services, a jobs program, and self-sufficiency.