



Jeffrey Byrne  
+ Associates, Inc.

## JEFFREY BYRNE + ASSOCIATES, INC.

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### COMMITTED TO NONPROFIT FUNDRAISING SUCCESS

Founded in 2000 in Kansas City, Missouri, Jeffrey Byrne + Associates, Inc. is a nationally-recognized fundraising and financial development firm that specializes in building organizational capacity and conducting major gift, capital and endowment campaigns solely for nonprofit organizations.

Our team of seasoned fundraising professionals offers a wide array of expert services to help our clients advance philanthropy in their communities:

- Fundraising planning and implementation
- Public/private funding analysis and strategies
- Strategic planning
- Needs assessments
- Board and staff training
- Marketing and communications
- Prospective donor identification, appraisal and research

Nonprofit organizations rely on relationships with their community, with their supporters and with their Boards and volunteers. At JB+A, we understand these relationships and what makes them successful, helping nonprofits reach their goals and surpass their expectations. We are stewards of your mission, applying the highest ethical standards and best practices in helping you build your capacity to connect stakeholders to your mission and achieve fundraising success.

### Values

We encompass values that guide us in our relationships with our clients and with each other:

#### **Integrity**

*We bring truthfulness to all aspects of our work and with everyone we encounter.*

#### **Leadership**

*We challenge current ways of thinking to exceed expectations.*

#### **Service**

*We proactively work and care about our clients' results.*

#### **Passion**

*We bring pride, enthusiasm and dedication to honoring our clients' missions.*



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## THE JB+A DISTINCTION

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**JB+A has helped more than 330 nonprofits raise more than \$1,300,000,000.**

**JB+A clients enjoy a 95% success rate in achieving or exceeding their fundraising goals when implementing our fundraising recommendations and hiring us as campaign counsel.**

*JB+A brings a unique set of tools to nonprofits supported by our twofold experience.*

Because of our extensive experience as fundraisers, managers and Board members for a variety of nonprofits in multiple sectors, we know how to overcome the specific challenges nonprofits face.

As consultants, we have substantial experience providing distinct vantage points and solutions for nonprofits. We have a practical perspective of what it takes to get the job done day in and day out.

*JB+A helps nonprofits create strong cultures of philanthropy in their organizations.*

**Creative + Comprehensive + Connected = Culture of Philanthropy**

### **JB+A is Creative**

JB+A ignites your team to imagine ways to propel your organization forward and inspire others to support your mission.

### **JB+A is Comprehensive**

JB+A assesses, plans, trains and coaches – preparing your team to leverage a breadth of strategies to build and sustain relationships.

### **JB+A is Connected**

JB+A brings together people making a difference – staff, Board members, volunteers and donors – uniting them for those you serve.

### **Culture of Philanthropy**

A partnership among everyone in your organization to ensure values, goals and actions are in place to empower ongoing fundraising success.

**JBA has the knowledge,  
creativity  
and connections  
to help you reach your goals.**



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### SERVICES

#### **Expert Consulting Services**

##### Fundraising Feasibility Study

*Test the readiness or feasibility of your campaign.*

##### Capital Campaign Organization + Management

*Organize and manage campaigns of all sizes from \$1,000,000 to \$300,000,000.*

##### Developing a Fundraising Resource Development Plan

*Develop a program to establish your current and/or future fundraising capacity.*

##### Planned Giving

*The Futures Program: enhance your organization's financial security through planned giving vehicles.*

##### Major Giving

*Develop donor strategies to maximize your fundraising potential.*

##### Review + Develop the Annual Campaign

*Analyze your annual campaign and expand it.*

#### **Advancement Planning**

##### SWOT Analysis + Mini Fundraising Strategic Plan

*Strategic planning through a SWOT analysis and recommendation of a strategy to build fundraising capacity.*

##### Fundraising Training for Staff

*Solicitation training in annual, major gifts or campaign requests.*

##### Developing an Elevator Speech for Board Training

*Board training around developing an elevator speech for each member.*

##### Creating and Testing a Needs Assessment

*Creating a comprehensive analysis of your organization's current needs.*

#### **Communications, Publications + Marketing**

Proposal + Grant Writing

Concept Papers

Social Media

Marketing + Communications

Public Relations

Marketing Plans

Case Statements

Speakers Bureau

Publications

#### **Analytics**

##### Prospect + Donor Identification and Appraisal Program

*Review + Appraise your donor base for major gifts.*

##### Research and Profiles for Prospects + Donors

*Comprehensive research profiles on individual, corporate and foundation prospects and donors.*



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### CLIENT BILL OF RIGHTS

#### **The Power of Partnership**

True partnerships manifest themselves in many ways. At JB+A, we believe in accountability to you and your mission. We demonstrate our commitment to the Power of Partnership in our actions:

- Accessible, responsive consultation
- Individual service in recognition of your organization's uniqueness
- Energetic undertaking of tasks by all of our staff
- Resources of the entire firm working for you and with you
- Timely reports
- Impartial respect for boards, staff and operations
- Complete disclosure before, during and after our engagement
- Fair and reasonable charges

*The Power of Partnership is the empowerment of your organization.*

#### **The Power of Success**

We succeed only when our clients succeed. Our performance is measured by our clients' ability to reach or exceed their goals. So when we speak of the Power of Success, we allow our clients to tell the story. You can expect successes throughout your project with a dedicated partner by your side:

- Consultation that leads to greater understanding of financial development
- The right to interview and select a consultant prior to engaging service
- The right to change course in order to achieve your goals
- Recognition for your success, not ours
- A relationship that continues long after the campaign is complete

*The Power of Success is creating a broader foundation of leadership, contributors and volunteers for the future activities of your organization.*

#### **The Power of Experience**

At JB+A, our consultants have vast experience, not just as campaign consultants, but as nonprofit leaders, board members, educators and writers. We believe that a successful project is led by the nonprofit organization itself. Our role is to teach, facilitate and guide you. With that as our backdrop, you can expect our staff to be well-equipped to serve you, your team and your community:

- Expertise and experience in financial development consultation
- Expert understanding, appreciation and respect of your mission and goals
- Access to information, resources and knowledge

*The Power of Experience will help you achieve fundraising success.*



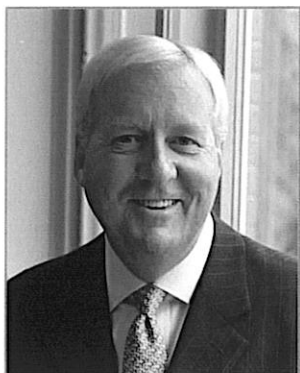
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## JEFFREY BYRNE + ASSOCIATES, INC.

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### TEAM OF PROFESSIONALS



**Jeffrey D. Byrne, President + CEO**

**[JByrne@fundraisingJBA.com](mailto:JByrne@fundraisingJBA.com)**

Jeffrey is the Founder and President + CEO of Jeffrey Byrne + Associates, Inc. which has partnered with more than 330 organizations to raise more than \$1,300,000,000. Jeffrey's fundraising experience spans nearly three decades, with expertise in spearheading major gift, capital and endowment campaigns for luminaries like the Harry S. Truman Presidential Museum and Library, Liberty Memorial National World War I Museum, Kauffman Center for the Performing Arts, the Kansas City Ballet Todd Bolender Center for Dance and Creativity, the Susan G. Komen Breast Cancer Foundation, scores of YMCAs, numerous chapters of The Nature Conservancy, environmental, animal rights and health and human services organizations and his beloved alma mater, The University of Missouri.

Recognized for his distinctive client-focused philosophy to fundraising, Jeffrey is a frequent guest speaker at workshops and conferences across the United States. He has been quoted in numerous publications including the *New York Times*, *The New York Post*, *The Chronicle of Philanthropy* and *Kansas City Star*, and has been interviewed on many public radio and television stations.

Jeffrey Byrne + Associates, Inc. is among a few fundraising consulting firms in the country to be accepted into The Giving Institute, an 81-year old national professional association most recognized for embodying the values of ethics, excellence and leadership in advancing philanthropy. Jeffrey has the honor of Chairing The Giving Institute Board of Directors (2015-2017).

Jeffrey's decades of experience in the nonprofit sector continues to improve lives through philanthropy and build clients' capacity by connecting stakeholders to missions. His intensive work with numerous organizations, with thousands of volunteers and on scores of client projects has provided him invaluable experience in the field of fundraising.

Jeffrey brings a distinctive, client-focused philosophy to fundraising, financial development and capital campaign planning and management. A fourth-generation farmer, Jeffrey's client relationships reflect his Midwestern upbringing, work ethic and strong commitment to advance philanthropy. Jeffrey graduated from the University of Missouri-Columbia with a B.A. in Political Science and proudly parents a Border Collie (Kensie) and Miniature Australian Shepherd (Holly).



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**John F. Marshall, Senior Vice President**

**JMarshall@fundraisingJBA.com**

A fundraiser for nearly 40 years, John F. Marshall has raised millions of dollars to further the missions of nonprofits in the higher education, healthcare and social services sectors.

Proud of his heritage as a “son of the regiment,” John began his fundraising career with The Salvation Army in New York City where he was recognized as Planned Giving Professional of the Year by the Planned Giving Group of New York. He served as Director of Development for The Salvation Army’s Greater New York Division where under his leadership, the Army’s fundraising initiatives excelled, particularly in major and planned giving.

John’s extensive background includes planned giving, new donor acquisition, endowment development, leadership training, strategic planning and board management. As foundation president of two Oklahoma City-based hospital systems, INTEGRIS Health and St. Anthony Hospital, John motivated staff and volunteer leadership to implement fundraising best practices. While in Oklahoma City he was honored by the Oklahoma City Chapter of the then National Society of Fundraising Executives as its Fundraiser of the Year.

In addition to his expertise in ongoing resource development, John has had extensive experience in capital campaigns. He was integrally involved in capital campaigns at Michigan Technological University and Michigan State University, helping to surpass their respective goals of \$50,000,000 and \$250,000,000. He also served for three years with Fletcher Allen Health Care in Burlington, Vermont, where he developed a nationwide network of volunteers and led the hospital’s \$30,000,000 capital campaign.

Prior to receiving his Bachelor of Sciences Degree in Applied Behavioral Sciences from George Williams College, John served in the U.S. Army in the Republic of Vietnam. He studied fundraising at the New School of Social Research in New York City and is a graduate of several philanthropy tax and fundraising institutes.

John has served on numerous civic and nonprofit boards throughout his career.



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**Heather Ehlert, Vice President of Client Services**

**[HEhlert@fundraisingJBA.com](mailto:HEhlert@fundraisingJBA.com)**

Heather has dedicated her entire career to serving nonprofits and brings comprehensive experience in all aspects of organizational management. Prior to joining Jeffrey Byrne + Associates, Heather served as Vice President - Global Development for Heart to Heart International based in Olathe, Kansas, Executive Director of the Maison de Naissance Foundation, sponsor of a Haitian birthing home and Director of Development, Marketing and Communications for The Barstow School in Kansas City, Missouri.

A majority of Heather's experience has been spent creating, implementing and directing systems and strategies in fundraising, communications and marketing, resulting in increased donor acquisition and retention, major donor development and personalized interaction with a broad spectrum of donors, advocates and volunteers.

Heather graduated from the University of Kansas with Highest Distinction with a B.A. in Economics.



**Katie Lord, Vice President**

**[KLord@fundraisingJBA.com](mailto:KLord@fundraisingJBA.com)**

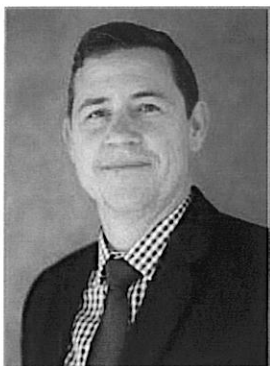
Katie Lord joined the consulting team at Jeffrey Byrne + Associates with a strong background in nonprofit fundraising and development. Her experience includes all aspects of development planning, marketing, forecasting and major fundraising for nonprofit organizations. She has worked closely with major donors, corporations, small businesses, civic organizations and volunteer groups throughout her career.

Prior to her position with Jeffrey Byrne + Associates, Katie was the Make-A-Wish Development Manager for Kansas City Regional Office Corporate Events, where she was responsible for two major fundraising events annually. Katie's nonprofit career also includes the positions of Senior Campaign Manager for the Leukemia and Lymphoma *Light The Night Walk* in the Greater Kansas City Metro Area and a Community Manager for *Relay for Life*, *Coaches vs. Cancer* and *Making Strides Against Breast Cancer* fundraising events for the High Plains Division of the American Cancer Society.

Katie is active in the Kansas City community through Junior League of Kansas City and the Rotary Club. Katie is a graduate of the University of Kansas with a B.A. in Psychology and a Concentration in Communications.



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**Bruce Broce, Vice President**

**[BBroce@fundraisingJBA.com](mailto:BBroce@fundraisingJBA.com)**

Bruce complements the consulting team at Jeffrey Byrne + Associates with international experience in nonprofit fundraising and an extensive development background in higher education. Throughout his career, he has shown a commitment to building comprehensive development operations and creative funding vehicles tailored to each institution's unique objectives.

A hallmark of Bruce's work is fostering effective advisory boards, and engaging staff and constituents to further an institution's mission. As an Executive Director for the Truth Commission of Panama, he worked closely with embassies, foundations and individuals to fund the Commission's investigation of human rights abuses carried out by the Panamanian military regime, which ruled the country from 1968-89. At K-State's College of Architecture, Planning & Design, he was responsible for creating the college's \$75,000,000 building campaign. His time at KU Med was distinguished by building the first grateful patient program for the Department of Internal Medicine. Most recently, he oversaw efforts of the University of Missouri to reengage Kansas City-area alumni and deepen donor pools.

Bilingual in Spanish, Bruce received his B.A. in Cultural Anthropology from Kansas State University and an M.A. in Cultural Anthropology from Temple University.



**Saber Hossinei, Coordinator of Administration + Consulting**

**[SHossinei@fundraisingJBA.com](mailto:SHossinei@fundraisingJBA.com)**

Saber Hossinei comes to Jeffrey Byrne + Associates with an extensive background in business development, profitability, employee recruitment, training and retention.

Prior to his interest in the nonprofit sector, Saber held multiple roles throughout his career in insurance, acting as an independent insurance broker, branch manager and co-owner of an insurance pre-licensing and continuing education school. Saber's demonstrated success includes record setting recruitment, growing employee productivity and company profitability.

Saber is a graduate of Wichita State University with a B.S. in General Sciences and an emphasis in Chemistry. Saber is actively involved in local efforts for criminal justice reform. He is an automotive enthusiast and participates in local SCCA and Porsche Club of America autocross racing and is proficient in martial arts.



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## **JB+A CRITERIA FOR SUCCESS**

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In addition to adhering to the Criteria for Success outlined below, JB+A consistently monitors fundraising progress (quantitative metrics and qualitative evaluations) and provides recurring consultant memos for clear communication, managing expectations, tracking goals and objectives, adherence to timelines and sound project management.

### **A Case for Support that is Realistic, Relevant and Compelling**

A fact-based and compelling story will have urgency, significance and appeal. An effective Case for Support is specific in scope and will clearly communicate the purpose, programs and financial needs of the organization. It will explain why the organization is conducting the fundraising effort and will demonstrate benefits to stakeholders.

### **Assessments to Gauge Readiness (Internally and Externally)**

Sound planning will 1) evaluate the organization's capacity to undertake the fundraising endeavor and 2) test the project among prospective donors to ascertain interest, capacity and likely support as well as identify potentially competing fundraising efforts. Good assessments will ultimately help strengthen and align the project goals with those of potential investors.

### **Commitment from Leadership (Organizational and Community)**

Prior to asking others to give or volunteer, the organization's Board must demonstrate its own commitment. This will set the tone and create the example others will follow. Organizations must also be able to solicit and recruit leaders in the community who are both affluent and influential – and willing to share their time, talent and treasure for the benefit of the project.

### **Prospective Donor Development**

Organizations must develop a prospective funding base sufficient to support its fundraising goal. Identification, research, appraisal and prioritization of prospective donors are critical first steps in developing the plans to cultivate, solicit and steward those who will position the project for success.

### **Implementation of Strategy**

When staff and volunteers put plans into action, they should also hold themselves accountable. Well-defined roles and responsibilities, a detailed timeline of activities, consistent monitoring of progress and clear communication will help maintain focus and momentum during the entire fundraising effort.

### **Stewardship**

Thoughtful stewardship plays an important role in ongoing fundraising success. More than just setting clear standards for acknowledgement and reporting, ensuring your donors and volunteers have a good giving experience means personalizing relationships. Caring for your donors and volunteers will ultimately increase their commitment to the organization.





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### STRATEGIC PARTNERSHIPS

From its inception, the team concept has become the hallmark of the JB+A philosophy in working to build better communities. Our partnerships bring you the rich resources regarding national trends and state of the art techniques in philanthropy that will lead you to achieve or exceed your development goals. And, our ability to define partnerships for your project – with contractors, architects, bankers, grant makers, donors and even potential community alliances – brings innovative resources to you, your organization and your constituents.



THE  
Giving  
Institute™  
Shared intelligence.  
For the greater good.

In 2005, Jeffrey Byrne + Associates became one of only 51 firms to be admitted into The Giving Institute and is the *only* Kansas City firm to be accepted. This organization requires its member firms to undergo rigorous review of their consulting methods and practices (including broad surveys of client satisfaction) and to exhibit the highest standards in fundraising consulting and ethical practices. The Giving Institute member firms are provided the most current information as it develops. They are alert to the latest research on fundraising and are kept abreast of all local, state and federal regulatory requirements. As members, we participate in ongoing programs of leadership forums and professional development.

Jeffrey Byrne, President + CEO, serves in a national leadership role with The Giving Institute as Chair of its Board of Directors.

Each year, The Giving Institute publishes *Giving USA*, which reports the latest research on philanthropic giving in the United States. Jeffrey Byrne also serves on the Board of the Giving USA Foundation. As your consultant, JB+A studies these numbers and works with the researchers at the Indiana University Lilly Family School of Philanthropy to make the reports relevant and productive for you.



LILLY FAMILY  
SCHOOL OF PHILANTHROPY  
INDIANA UNIVERSITY  
IU/PUI

Through our membership in The Giving Institute, JB+A is in its 16th year of partnership with the Indiana University Lilly Family School of Philanthropy. The School researches and writes *Giving USA*, and collaborates with JB+A in developing and presenting special programs, forums and panels to share annual *Giving USA* data and other research and make it relevant and productive for the nonprofits we serve.



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## CONTACT US

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## JB+A CLIENT EXPERIENCE

Jeffrey Byrne + Associates, Inc. has partnered with more than 330 nonprofits to raise more than \$1,300,000,000 through a variety of expert services, and has helped them create strong cultures of philanthropy within their organizations.

### ARTS, CULTURE + HUMANITIES

Animal Allies, Duluth	Minnesota	Feasibility Study /Campaign (\$3,000,000)
Animal Haven	Kansas	Major Gifts Campaign
Appalachian Artisan Center	Kentucky	Resource Development Plan
Arrow Rock Lyceum Theatre	Missouri	Resource Development Plan
Atchison Amelia Earhart Foundation	Kansas	Strategic Planning/Feasibility Study
Cedar County Library	Missouri	Feasibility Study
Cedar Point Mill	Kansas	Feasibility Study
Center for Practical Bioethics	Missouri	Major Gifts/Endowment Campaign
Citizens Climate Lobby	California	Fundraising Coaching
Denver Public Library	Colorado	Feasibility Study/Campaign (\$10,000,000)
The Depot Foundation	Minnesota	Feasibility Study
Eudora Public Library	Kansas	Feasibility Study
Friends of the Topeka Zoo	Kansas	Campaign (\$5,000,000)
Galax Carroll Regional Library	Virginia	Feasibility Study/Campaign (\$1,500,000)
General Omar Bradley Library and Museum	Missouri	Strategic Planning
Glenwood Springs Performing Arts/Events Center	Colorado	Feasibility Study
Harry S. Truman Presidential Museum and Library	Missouri	Campaign (\$25,000,000) /Post Campaign Support
Heartland Men's Chorus	Missouri	Capacity Building Program
Johnson County Library Foundation	Kansas	Endowment Campaign (\$3,000,000)
Kansas Association of Broadcasters Foun.	Kansas	Feasibility Study/Campaign
Kansas City Art Institute	Missouri	Feasibility Study
Kansas City Ballet	Missouri	Campaign
Kansas Historical Foundation	Kansas	Feasibility Study
Kauffman Center for the Performing Arts	Missouri	Campaign (\$326,000,000)
Lansing Art Gallery	Michigan	Planning/Board Development
Lawrence Public Library	Kansas	Feasibility Study /Campaign (\$1,300,000)
Lewis & Clark Bicentennial	Missouri	Special Event Sponsorship
Liberty Memorial Association	Missouri	Campaign
Memphis Concert Ballet	Tennessee	Feasibility Study/Campaign (\$2,800,000)
Mississippi Symphony Orchestra Assoc.	Mississippi	Feasibility Study



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North Country Center for the Arts	New Hampshire	Campaign
Negro Leagues Baseball Museum	Missouri	Special Event Sponsorship
Overbrook Public Library	Kansas	Major Gifts Campaign (\$440,000)
Paul Mesner Puppets	Missouri	Feasibility Study
Powell Gardens	Missouri	Campaign (\$18,500,000)
Rhythm & Ribs/Jazz District Redevelopment	Missouri	Special Event Sponsorship
Skywalk Memorial Foundation	Missouri	Campaign
South Arkansas Art Center	Arkansas	Feasibility Study/Campaign (\$944,600)
Unicorn Theatre	Missouri	Campaign (\$2,500,000)
U.S. Chess Federation	Tennessee	Resource Development
Van Go	Kansas	Feasibility Study
Willa Cather Foundation	Nebraska	Development Staffing/ Campaign (\$5,000,000)
Wonderscope Children's Museum of Kansas City	Kansas	Interim Staffing/ Strategic Planning/Feasibility Study/Campaign
<b>EDUCATION</b>		
Affordable Community Education	Missouri	Feasibility Study
Agri-Business Expo Center	Missouri	Campaign (\$9,000,000)
Bayfield Education Foundation	Wisconsin	Feasibility Study/Campaign (\$500,000)
Blue Valley Education Foundation	Kansas	Feasibility Study
Columbia College	Missouri	Feasibility Study
De La Salle High School	Minnesota	Feasibility Study/Campaign (\$3,000,000)
De La Salle High School	California	Feasibility Study
Hayden High School	Kansas	Feasibility Study
Horizon Academy	Kansas	Major Gift Campaign
Hopkins School District	Minnesota	Feasibility Study
Independence Community College	Kansas	Feasibility Study/Campaign
Kansas City Art Institute	Missouri	Feasibility Study
Kansas City University of Medicine and Biosciences	Missouri	Feasibility Study and Mabee Grant
Madam President Camp	Missouri	Fundraising/Capacity Building
Marion Military Institute	Alabama	Feasibility Study
Minneapolis Jewish Day School	Minnesota	Feasibility Study
Mother McAuley Liberal Arts High School	Illinois	Feasibility Study/Campaign (\$1,500,000)
Oakhill Day School	Missouri	Feasibility Study
Risen Christ Catholic School	Minnesota	Campaign (\$5,000,000)
SkillsUSA	Virginia	Event Sponsorship (\$250,000)
St. John's Preparatory School	Minnesota	Campaign (\$4,500,000)
Tarkio College	Missouri	Feasibility Study/Campaign



Topeka Collegiate School	Kansas	Feasibility Study/Campaign (\$3,500,000)
University of Belize	Central America	Feasibility Study
University of California-Berkley	California	Feasibility Study
University of Missouri/College of Arts and Science	Missouri	Major Gifts Campaign

### **FAITH-BASED**

Aspen Chapel	Colorado	Feasibility Study
Association of Unity Churches	Missouri	Ongoing Counsel
Catholic Care Center	Kansas	Strategic Planning
Catholic Charities of the Archdiocese of St. Paul and Minneapolis	Minnesota	Feasibility Study
Central Lutheran Church	Minnesota	Campaign (\$1,500,000)
Chapel View, Inc.	Minnesota	Feasibility Study
Christian Home, Inc.	Wisconsin	Feasibility Study
Church of St. Cletus	Missouri	Campaign (\$1,700,000; \$1,000,000 endowment)
Church of Saint Joseph	Minnesota	Campaign (\$1,200,000)
Church of Saint Luke	Minnesota	Campaign (\$400,000)
Church of St. Stephen	Missouri	Feasibility Study
City Union Mission	Missouri	Campaign (\$10,000,000)
Congregation Ohev Shalom	Kansas	Feasibility Study
Convent of the Visitation School	Minnesota	Campaign (\$6,000,000)
Ecumenical Christian Ministries	Kansas	Campaign (\$832,895)
First Presbyterian Church of Lawrence	Kansas	Feasibility Study/Campaign
First United Methodist Church	N. Carolina	Feasibility Study/Campaign (\$1,000,000)
Good Samaritan Home	Illinois	Campaign (\$4,000,000)
Guardian Angels Church	Minnesota	Feasibility Study/Campaign (\$1,000,000)
Guilford College United Methodist Church	North Carolina	Feasibility Study
Heartland Presbyterian Camp	Missouri	Capacity Building
Holy Family Catholic Church	Tennessee	Feasibility Study
Little Sisters of the Poor	Missouri	Campaign (\$4,000,000)
Mexico United Methodist Church	Missouri	Feasibility Study/Campaign (\$500,000 renovation)
Mile Hi Church	Colorado	Campaign (\$1,500,000)
Minneapolis Jewish Federation	Minnesota	Campaign
Nativity Catholic Church	Minnesota	Campaign Consultation
Park Avenue United Methodist Church	Minnesota	Feasibility Study
Risen Christ School	Minnesota	Campaign (\$3,000,000)
Sisters of Charity of Leavenworth	Kansas	Fund Development Counsel
St. Mary's Episcopal Church	Missouri	Campaign (\$1,600,000)
St. Simon's Episcopal Church	Florida	Campaign (\$750,000)
St. Stephen's Catholic Church	Minnesota	Campaign (\$950,000)
St. Thomas Aquinas Church	Minnesota	Feasibility Study/Campaign (\$1,000,000)



The Temple, Congregation B'nai Jehudah	Kansas	Campaign
United Methodist Village	Missouri	Pre-Campaign Planning
Unity in The Gold Country	California	Campaign (\$700,000)
Wayzata Community Church	Minnesota	Campaign (\$4,500,000)
Wheaton Franciscan Ministries	Illinois	Planning + Board Development

## HEALTH

Alfred Adler Institute	Minnesota	Campaign Consultation
American Academy of Family Physicians	Kansas	Marketing Plan
American Lung Association of the Mid Atlantic		
	Pennsylvania	Board Training
Audrain Medical Center	Missouri	Campaign (\$1,900,000)
Bothwell Regional Health Center	Missouri	Feasibility Study/Campaign
Foundation		(\$3,500,000)
Cabot Westside Clinic	Missouri	Campaign (\$4,600,000)
Carlisle Hospital Medical Care Foundation	Pennsylvania	Feasibility Study/Campaign
		(\$1,500,000)
Cass Regional Medical Center	Missouri	Feasibility Study, Campaign
		(\$2,300,000), Planned
		Giving Program
Central Regional Medical Center	Florida	Feasibility Study
Clarion Hospital Foundation	Pennsylvania	Feasibility Study/Campaign
Community Hospital Fairfax	Missouri	Feasibility Study/Campaign
		(\$1,600,000)
Condell Memorial Hospital	Illinois	Feasibility Study
Doctors' Hospital	Florida	Feasibility Study/Campaign
		(\$4,000,000)
Doctors Plus	Colorado	Feasibility Study
Glencoe Area Health Center	Minnesota	Feasibility Study
Horizon Health	Minnesota	Feasibility Study
Judevine Center for Autism	Missouri	Feasibility Study/Campaign
		(\$6,000,000)
Juvenile Diabetes Research Foundation	Missouri	Board Planning Retreat
KidSight	Missouri	Resource Development
Labette Health Foundation	Kansas	Feasibility Study/Campaign
		(\$5,500,000)
Lake Regional Hospital Foundation	Missouri	Strategic Plan/Campaign
		(\$3,200,000)
Loring Hospital	Iowa	Feasibility Study/Campaign
		(\$700,000)
Mercy Hospital of Franciscan Sisters	Iowa	Feasibility Study/Campaign
		(\$1,000,000)
Minnesota AIDS Project	Minnesota	Planning and Board
		Development
Missouri Baptist Medical Center		
Foundation	Missouri	Board Assessment
Mount Nittany Medical Center	Pennsylvania	Feasibility Study/Campaign
		(\$10,000,000)



National Kidney Foundation	Kansas	Event Planning and Consultation
Palmer Lutheran Health Center	Iowa	Feasibility Study/Campaign (\$500,000)
Parkinson Association of the Heartland	Kansas	Special Event Sponsorship
PKD Foundation	Kansas	Development Assessment/Interim Staffing
Providence Saint John Foundation	Kansas	Campaign (\$4,500,000)
Research Medical Center	Missouri	Feasibility Study
Skaggs Medical Center	Missouri	Foundation Strategic Planning
Stormont-Vail Hospital Foundation	Kansas	Campaign (\$7,000,000)
Susan G. Komen Breast Cancer Foundation	Texas	Endowment Program
Tobacco Free Kansas Coalition	Kansas	Board Retreat Facilitation
Tomah Memorial Hospital	Wisconsin	Feasibility Study
Triality, Inc.	Missouri	Board Training
Turning Point	Kansas	Capacity Building
United Cerebral Palsy of South Dakota/ United Health Center of Southeastern SD	South Dakota	Campaign (\$1,000,000)
Valeo Behavioral Health Care	Kansas	Feasibility Study/Campaign (\$1,500,000)
Vasculitis Foundation	Missouri	Board Training
Visiting Nurse Association of Greater Kansas City	Missouri	Feasibility Study
<b><u>THE SALVATION ARMY</u></b>		
The Salvation Army of Brainerd	Minnesota	Feasibility Study
The Salvation Army, Central Territory	Illinois	Territorial Resource Development Assessment
The Salvation Army, Central Oklahoma Area Command	Oklahoma	Essential Fundraising Services
The Salvation Army of Dodge City	Kansas	Feasibility Study/Campaign
The Salvation Army, Eastern Michigan Division	Michigan	Board Training
The Salvation Army, Greater New York Division	New York	Executive Search
The Salvation Army of Livingston County	Michigan	Needs Assessment
The Salvation Army of Madison	Indiana	Feasibility Study
The Salvation Army, Mat Su Valley	Alaska	Feasibility Study
The Salvation Army, Metropolitan Division	Illinois	Executive Search
The Salvation Army of Norfolk	Nebraska	Needs Assessment
The Salvation Army of Olathe	Kansas	Campaign (\$2,000,000)
The Salvation Army, Western Division	Nebraska	Executive Search, Interim Development Leadership
The Salvation Army, Western Territory	California	Territorial Resource Development Assessment and Executive Search
The Salvation Army, Washtenaw County	Michigan	Board Training



## SENIOR LIVING

Armour Homes and Gillis	Missouri	Campaign (\$4,500,000)
Armour Oaks	Missouri	Planned Giving Program/Resource Development
Barrington Area Council on Aging	Illinois	Strategic Planning, Board Governance, Annual Fund, Major Gifts
Bishop Spencer Place	Missouri	Campaign
Brewster Place	Kansas	Feasibility Study/Campaign
Butterfield Trail Village	Arkansas	Consultative Assistance
Catholic Care Center	Kansas	Resource Development
Fellowship Senior Living	New Jersey	Campaign (\$14,000,000)
Gambrill Gardens	Missouri	Development Audit
Good Samaritan Home	Illinois	Feasibility Study/Campaign
Hope Care Center	Missouri	Fundraising Counsel and Project Management
Lexington Senior Citizens, Inc.	Kentucky	Campaign
Little Sisters of the Poor	Missouri	Campaign
Plano Community Homes	Texas	Strategic Planning and Feasibility Study
United Methodist Village	Illinois	Consultative Assistance
Village Shalom	Kansas	Feasibility Study
Village at Woods Edge	Virginia	Feasibility Study/Campaign
Vinson Hall	Virginia	Feasibility Study

## SOCIAL SERVICES/ANIMALS/ENVIRONMENT

Assistance League of Kansas City	Missouri	Feasibility Study/Campaign (\$1,000,000)
A World Feast	New Mexico	Strategic Development
BikeWalkKC	Missouri	Resource Development
Boys and Girls Clubs of Greater Kansas City	Missouri	Fundraising Assessment and Resource Development Plan
Boys and Girls Club of Lawrence	Kansas	Feasibility Study/Campaign (\$5,000,000)
Boy Scouts of Kaw Valley Council	Kansas	Capacity Assessment
City Union Mission	Missouri	Feasibility Study/Campaign (\$11,900,000)
Challenge Aspen	Colorado	Feasibility Study and Endowment Campaign (\$20,000,000)
C.O.P.S. (Concerns of Police Survivors)	National	Feasibility Study
Destin House	Florida	Campaign (\$2,000,000)
Developing Potential, Inc.	Missouri	Campaign (\$3,000,000)
DisAbility Resource Center	Virginia	Training and Consultation
El Centro, Inc.	Kansas	Development Audit and Plan
Emerald Coast Children's Advocacy Center	Florida	Feasibility Study and Endowment Campaign
Erie County Diabetes Association	Pennsylvania	Resource Development
Erie DAWN	Pennsylvania	Essential Fundraising Services



Family Service and Mental Health Center of Oak Park and River Forest	Illinois	Feasibility Study, Campaign (\$750,000), Endowment Campaign (\$2,000,000)
Girl Scouts of Kaw Valley Council	Kansas	Capacity Assessment
Greater Cleveland YMCA	Ohio	Feasibility Study
Gulf Ridge Council, Boy Scouts	Florida	Feasibility Study/Campaign (\$2,500,000)
Harmony House	Missouri	Feasibility Study/Campaign (\$4,000,000)
Helping Hand of Goodwill Industries	Missouri	Development Assessment
Hope Valley Ranch	Missouri	Strategic Planning
Inspiration Corporation	Illinois	Feasibility Study
Jayhawk Council Boy Scouts	Kansas	Feasibility Study
Junior Achievement of Western PA	Pennsylvania	Resource Development Plan
Kansas Trial Lawyer Association	Kansas	Feasibility Study/Campaign
Kennett Area Community Development	Pennsylvania	Campaign
Lawrence Humane Society	Kansas	Feasibility Study/Campaign (\$5,000,000)
Leavenworth County Humane Society	Kansas	Feasibility Study
Lions Pride Facility Improvement Assoc.	Kansas	Campaign
Maryland Salem Children's Trust	Maryland	Feasibility Study
Mattie Rhodes Center	Missouri	Feasibility Study/Campaign
Memphis Concert Ballet	Tennessee	Feasibility Study and Campaign (\$2,800,000)
Mississippi Symphony Orchestra Assoc. Newhouse	Mississippi Missouri	Feasibility Study Feasibility Study/Campaign (\$2,700,000)/Campaign
Noyes Home for Children	Missouri	Feasibility Study/Campaign (\$2,250,000)
Rogers County Youth Services	Oklahoma	Feasibility Study
Rose Brooks Center	Missouri	Campaign (\$6,000,000) and ongoing counsel
SAFEHOME	Kansas	Campaigns (\$5,500,000 and \$3,000,000)
Safehouse Crisis Center	Kansas	Feasibility Study/Campaign (\$1,200,000)
Services for Independent Living	Missouri	Campaign (\$3,500,000)
St. Joseph Youth Alliance	Missouri	Fundraising Consultation
St. Lucas Care Center	Minnesota	Feasibility Study
Society for the Preservation of Human Dignity (PHD)	Illinois	Strategic Planning, Board Governance
Special Olympics Connecticut	Connecticut	Feasibility Study/Campaign
Special Olympics Missouri	Missouri	Campaign (\$15,875,000)
South Arkansas Art Center	Arkansas	Feasibility Study and Campaign (\$944,600)
Synergy Services, Inc.	Missouri	Feasibility Study /Campaign (\$8,400,000)
The Nature Conservancy of Kansas	Kansas	Feasibility Study/Campaigns (\$19,000,000) and (\$5,000,000)



The Nature Conservancy of Minnesota	Minnesota	Grant Development
United Way of Greater Kansas City	Missouri	Major Gifts Consulting/Interim Staffing
YWCA of Kansas City/The Children's Center Campus	Missouri	Campaign (\$11,000,000)
YWCA of Youngstown	Ohio	Campaign (\$3,000,000)
<b>YMCA</b>		
Arlington Family YMCA	Texas	Feasibility Study/Campaign (\$2,500,000)
Belton/Cass County YMCA	Missouri	Feasibility Study/Campaign (\$165,000)
Benton Harbor/St. Joseph Family YMCA	Michigan	Feasibility Study/Campaign (\$1,700,000)
Bloomington YMCA	Illinois	Feasibility Study/Campaign (\$8,500,000)
Brevard County YMCA	Florida	Feasibility Study/Campaign (\$1,000,000)
Canton Family YMCA	Illinois	Feasibility Study/Campaign (\$900,000)
Capital District YMCA	New York	Campaign (\$5,000,000)
Carlisle Family YMCA	Pennsylvania	Feasibility Study
Casco Bay Regional YMCA	Maine	Campaign (\$4,500,000)
Champaign County YMCA	Illinois	Feasibility Study
Central Stark County YMCA	Ohio	Expansion Campaign (\$1,600,000)
Columbus Metropolitan YMCA	Georgia	Feasibility Study
Cumberland YMCA	Maryland	Feasibility Study/Campaign (\$2,000,000)
Decatur County Family YMCA	Indiana	Feasibility Study
Decatur YMCA	Illinois	Feasibility Study
Fayetteville YMCA	N. Carolina	Feasibility Study/Campaign (\$1,500,000)
Grand River Area Family YMCA	Missouri	Feasibility Study/Campaign (\$3,000,000)
Greater Fall River YMCA	Massachusetts	Planning and Board Development/ Feasibility Study
Greene County YMCA	Ohio	Feasibility Study /Campaign (\$830,000)
Jennings YMCA	Indiana	Feasibility Study
Joplin Family YMCA	Missouri	Feasibility Study
Kalamazoo County Family YMCA	Michigan	Feasibility Study/Campaign (\$3,800,000)
Lee County YMCA	Florida	Feasibility Study
Lorain Family YMCA	Ohio	Feasibility Study/Campaign (\$1,000,000)
Los Alamos Family YMCA	New Mexico	Feasibility Study
Madison County YMCA	Indiana	Campaign (\$8,000,000)





Marion County YMCA (Central Florida)	Florida	Feasibility Study/Campaign (\$5,000,000)
Mayfield YMCA	Kentucky	Feasibility Study
McKinley Family YMCA	Illinois	Feasibility Study/Campaign (\$500,000)
Meeting Waters YMCA	Virginia	Feasibility Study/Campaign (\$7,000,000)
Milan New Generation YMCA	Tennessee	Feasibility Study
Minneapolis YWCA	Minnesota	Campaign (\$6,500,000)
Muskegon Family YMCA	Michigan	Campaign (\$1,000,000)
Newport Armed Services YMCA	Rhode Island	Feasibility Study
Pine Belt Family YMCA	Mississippi	Campaign (\$1,500,000)
Playground Area YMCA	Florida	Planning and Board Development/Campaign (\$900,000)
Randolph-Asheboro YMCA	N. Carolina	Feasibility Study/Campaign (\$450,000)
Red Wing Family YMCA	Minnesota	Campaign (\$1,500,000)
Regional Family YMCA of West Connecticut	Connecticut	Feasibility Study
Rochester Area Family YMCA	Minnesota	Feasibility Study/Campaign
Rome-Floyd County YMCA	Georgia	Feasibility Study/Campaign (\$1,000,000)
Salina Family YMCA	Kansas	Campaign (\$900,000)
Scott County Family YMCA	Indiana	Feasibility Study/Campaign (\$1,500,000)
Sioux Falls YMCA	Iowa	Feasibility Study/Campaign
South Boston/Halifax County YMCA	Virginia	Feasibility Study
Southdale YMCA	Minnesota	Campaign Planning Retreat
Southlake YMCA	Indiana	Feasibility Study/Campaign (2,500,000)
Trenton YMCA	New Jersey	Feasibility Study
Upland YMCA	California	Campaign
Warren County YMCA	Illinois	Feasibility Study
Winona Family YMCA	Minnesota	Feasibility Study/Campaign
Wittenbraker YMCA	Indiana	Feasibility Study
Wyandotte County YMCA	Kansas	Feasibility Study/Campaign (\$2,500,000)
YMCA Center of Battle Creek	Michigan	Feasibility Study
YMCA of Belvedere	Illinois	Feasibility Study/Campaign (\$2,500,000)
YMCA of Frederick County	Maryland	Feasibility Study
YMCA of Hutchinson and Reno County	Kansas	Feasibility Study/Campaign (\$2,200,000)
YMCA of McHenry County	Illinois	Feasibility Study
YMCA of Metropolitan Minneapolis	Minnesota	Feasibility Study
YMCA of Greater Cleveland	Ohio	Training and Grant Development
YMCA of Greater Erie	Pennsylvania	Capacity Building





YMCA of Greater Kansas City

Missouri

Major Gifts Program  
(\$17,000,000)

YMCA of Greater St. Paul

Minnesota

Feasibility Study

YMCA of Greater St. Louis

Missouri

Planning Effort (\$30,000,000)

YMCA of Greater Toledo

Ohio

Kresge Foundation Letter  
of Intent

YMCA of Lansing

Michigan

Feasibility Study/Campaign  
(\$2,000,000)

YMCA of Southwest Kansas

Kansas

Feasibility Study/Campaign



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Jeffrey Byrne  
+ Associates, Inc.

## CRITERIA FOR SUCCESS

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*You are here!*

### **A Case for Support that is Realistic, Relevant and Compelling**

A fact-based and compelling story will have urgency, significance and appeal. An effective Case for Support is specific in scope and will clearly communicate the purpose, programs and financial needs of the organization. It will explain why the organization is conducting the fundraising effort and will demonstrate potential benefits to stakeholders.

*Who we've been who we are today our vision*

### **Assessments to Gauge Readiness (Internally and Externally)**

Sound planning will 1) evaluate the organization's capacity to undertake the fundraising endeavor and 2) test the project among prospective donors to ascertain interest, capacity and likely support as well as identify potentially competing fundraising efforts. Good assessments will ultimately help strengthen and align the project goals with those of potential investors.

*- db. of donors*

### **Commitment from Leadership (Organizational and Community)**

Prior to asking others to give or volunteer, the organization's Board must demonstrate its own commitment. This will set the tone and create the example others will follow. Organizations must also be able to solicit and recruit leaders in the community who are both affluent and influential – and willing to share their time, talent and treasure for the benefit of the project.

### **Prospective Donor Development**

Organizations must develop a prospective funding base sufficient to support its fundraising goal. Identification, research, appraisal and prioritization of prospective donors are critical first steps in developing the plans to cultivate, solicit and steward those who will position the project for success.

### **Implementation of Strategy**

When staff and volunteers put plans into action, they should also hold themselves accountable. Well-defined roles and responsibilities, a detailed timeline of activities, consistent monitoring of progress and clear communication will help maintain focus and momentum during the entire fundraising effort.

### **Stewardship**

Thoughtful stewardship plays an important role in ongoing fundraising success. More than just setting clear standards for acknowledgement and reporting, ensuring your donors and volunteers have a good giving experience means personalizing relationships. Caring for your donors and volunteers will ultimately increase their commitment to the organization.

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Jeffrey Byrne  
+ Associates, Inc.

## SCOPE OF SERVICES SUMMARY FOR FEASIBILITY STUDY + CAMPAIGN MANAGEMENT

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Jeffrey Byrne + Associates offers **two components** within a scope of services when working with nonprofit organizations to prepare for and undertake capital campaigns: a **Feasibility Study** and **Campaign Management**, which will ultimately strengthen and align the goals of the overall campaign with those of prospective donors.

### Feasibility Study

JB+A Feasibility Studies are among the most comprehensive and highly-customized in the industry, typically conducted over approximately 12 weeks and include the following **five elements**:

1. **Internal Assessment** – Identifying what internal resources are already in place and what modifications might be necessary to successfully undertake a campaign.
2. **Development of the Case for Support** – Telling the organization's story and describing the need, the project(s) and the campaign's goals in an accurate and compelling way. The initial version will be tested during the Community Input/External Assessment portion of the Study and will be revised/finalized for campaign use based upon feedback.
3. **Study Preparation** – Identifying and prioritizing prospective interviewees as well as developing interview topics, creating interview invitation cover letters and follow up correspondence and scheduling interviews.
4. **Community Input/External Assessment** – Interviewing the top donors, leaders and key influencers in your organization, the marketplace and the greater community to determine the level of commitment to the campaign and where they place the organization among their giving priorities, including an evaluation of likely financial support and an assessment of potential campaign leadership.
5. **Final Feasibility Study Report + Campaign Action Plan** – The findings of the Assessments, including observations, recommendations and confidential addenda of appraised prospective campaign donors and leadership, are compiled into a Final Report presented to the Board and other designated organizational leadership. A Campaign Action Plan with month-to-month timelines and accountabilities, a gift chart, an organizational chart and strategies specific to the organization will serve as the road map for planning and implementation of the campaign.

### Campaign Management

After review of the Final Study Report and organizational leadership has consensus to move forward with its campaign, JB+A guides the management and execution of the campaign into **two phases: positioning and implementation**. JB+A places particular emphasis on donor analytics and planned giving, coupled with our donor-centric approach to fundraising, which results in sustainable strategies to achieve fundraising success during and beyond capital campaigns.



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### **Phase I: Positioning**

- Leadership recruitment, including Steering Committee and Campaign Chairs/Co-Chairs
- Finalization of the Case for Support; design of additional campaign collateral
- Campaign timeline
- Campaign budget
- Database screening
- Appraisal of donors and prospective donors
- Formation of Prospect Committee
- Prospect research
- Identify and research corporate and foundation sources of funding
- Recruit Lead, Advance and Pacesetting Gifts Committee chairs
- Develop planned giving program
- Identify Donor Recognition and Naming Opportunities
- Set up all record-keeping systems + campaign office
- Design training materials for volunteers

As the positioning work described above is accomplished, the JB+A consultants will work with organization staff and campaign volunteers to launch active cultivation, solicitation and stewardship activities.

### **Phase II: Active Campaign**

- Solicit the Inner Family
- Solicit Lead Gifts (\$1,000,000+)
- Solicit Advance Gifts (\$100,000 - \$999,999)
- Solicit Pacesetting Gifts (\$25,000 - \$99,999)
- Solicit Major Gifts (\$5,000 - \$24,999)
- Solicit Community Gifts (Gifts below \$5,000)
- Meetings, public relations, bulletins, newsletters and other information
- Establish pledge reminder system for the pledge period
- Develop strategies for stewardship
- Final reports to the staff and Board (total of pledges, accounting of all funds and expenditures, cash flow projection on all pledges, etc.)

#### *About JB+A:*

*Jeffrey Byrne + Associates, Inc. is a nationally-recognized fundraising and financial development firm that specializes in building organizational capacity and conducting major gift, capital and endowment campaigns solely for nonprofit organizations. Led by founder and President + CEO Jeffrey Byrne, its team of consultants has successfully guided more than 330 nonprofit organizations through campaigns raising more than \$1,300,000,000.*

*Jeffrey Byrne + Associates is committed to nonprofit fundraising success and serves a broad spectrum of clients throughout the United States, across all subsectors of the industry: arts, culture + humanities, education, environment, faith-based, healthcare, senior living and social services. Visit [FundraisingJBA.com](http://FundraisingJBA.com) for more information.*



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