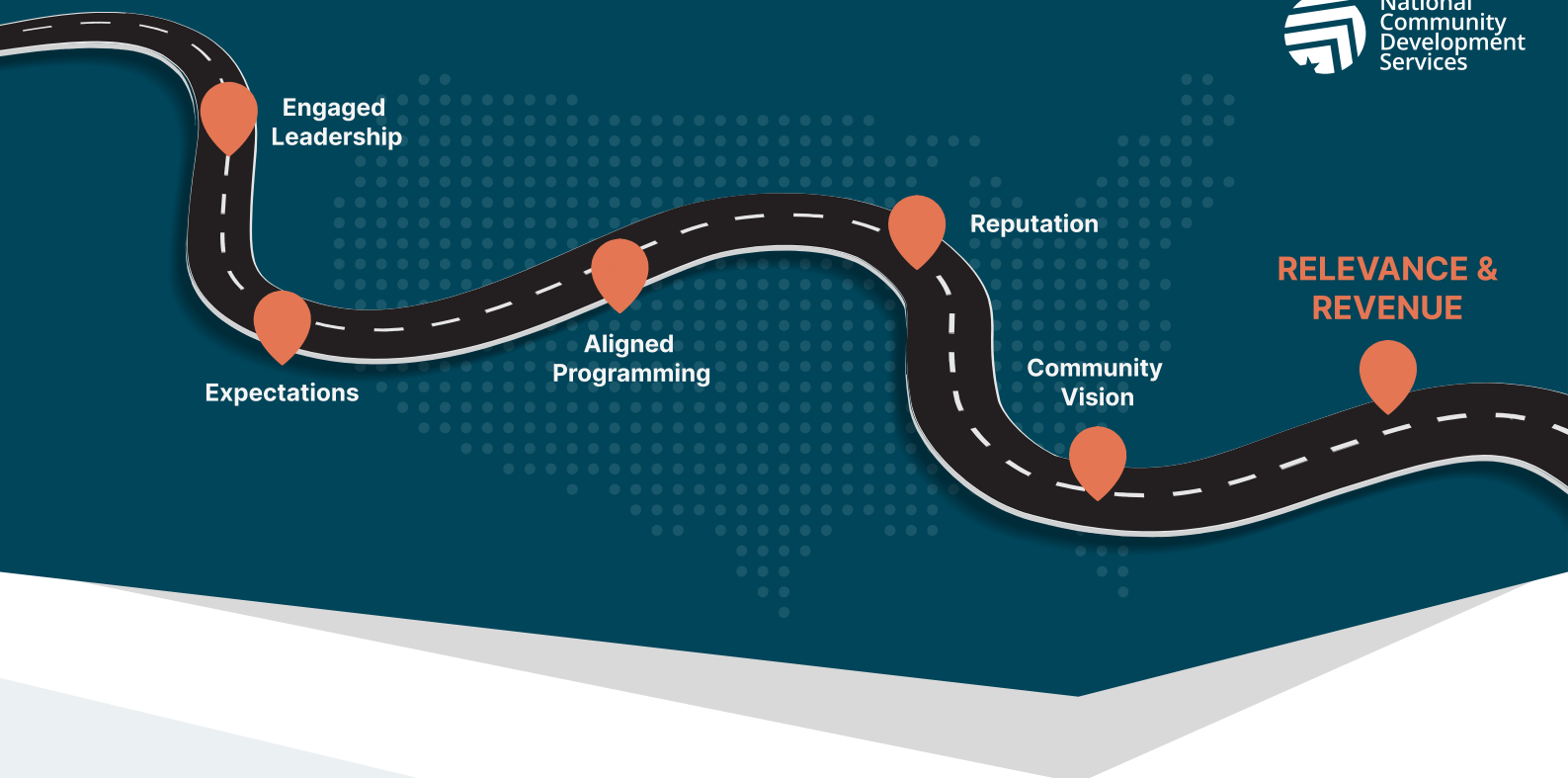




Your Roadmap to Relevance and Revenue

Is your Chamber/EDO just getting by while others seem to thrive?

With insights from more than 700 successful fundraising campaigns in communities of all sizes, we've witnessed chambers and EDOs spur transformational change decade after decade with millions in investments. In contrast, we've also noted others fail to attract more than token support.

What's the Secret?

95% of fundraising has nothing to do with asking for money. Your organization will struggle or surpass its goals based on one factor: **relevance**. Relevant organizations align themselves with the needs of their stakeholders and develop ambitious solutions to pressing community needs and opportunities.

Hint: stakeholder alignment rarely calls for more ribbon cuttings or networking events.



Introducing Your Roadmap to Relevance and Revenue

For a few select clients each year, we now offer our carefully developed Roadmap program – designed to fundamentally reorient your organization towards enhanced value, impact, and funding potential – while making you a more respected leader in your community.

Through a user-friendly process led by NCDS' President Tom DiFiore, your Roadmap will:

- Elevate your status as the driver of your community's prosperity
- Chart your path to increased, sustainable revenue
- Ensure alignment with stakeholder and community needs
- Help you develop ambitious goals that attract top leaders and partners

Is your organization...

Relevant:	Underdeveloped:
Ambitious goals that match community needs	Main focus: organizational "maintenance"
Adequate, sustainable funding for mission pursuit	Suboptimal & inefficient fundraising
Attracts and engages top community leaders	Board comprised mostly of "low level" leaders
Attracts and develops capable professional staff	Frequent volunteer & staff turnover

What's Unique about the Roadmap?

If your organization seeks to increase its relevance and set its course towards increased, sustainable funding, NCDS' Roadmap offers:

- An affordable alternative to expensive strategic planning and campaign consultants
- Prescriptive components you need to optimize fundraising
- Access to large-budget expertise for smaller communities
- Ideal volunteer engagement and effectiveness
- Program recommendations aligned with stakeholder demand

You get the keys to what has made our clients' fundraising so successful over the last 45 years, with a custom plan and personal quarterly check-ins following the engagement.

Get Started Today

With more than 45 years guiding organizations to relevance and ambitious fundraising efforts totaling \$1.8 billion, NCDS is uniquely positioned to guide you on your journey toward relevance and revenue. By leveraging our expertise and innovative approach at a fraction of the cost of other methods, your organization can achieve its full potential and become the driving force behind your community's economic future.

Each year we accept limited clients into our Roadmap program. [Contact us](#) for a consultation today.

FAQs

Q: What is the Roadmap process?

A: The Roadmap has four key stages: 1) Organizational assessment 2) Community assessment and business leader input 3) Comparable community/organizational identification and research 4) Custom Roadmap development and presentation. We can provide additional details [upon request](#).

Q: Is the Roadmap the same as strategic planning?

A: No. While it ensures alignment with the needs and demands of your constituency like strategic planning, the similarities stop there. Informed by our process, we develop specific strategies and tactics 100% custom to your organization and community's unique dynamics – with no boilerplate recommendations.

Q: My leadership may resist this. How do I overcome objections?

A: It depends on the reasons for their resistance! Let's talk – we may even be able to get them to pay for it.

Q: What about local government and other organizations? Where do they fit into the Roadmap?

A: They can and will fit into the Roadmap. How and where will depend on respective roles, competencies, leadership, and funding sources.

