

Get an Expert Development Team for a Fraction of the Cost

Senior fundraising strategy, done-for-you project execution, and beautiful donor communications—without the cost of hiring staff.

HOW IT WORKS

Experienced, Strategic, and Built to Function as Your Development Team

The Rare Impact Full-Service Retainer gives you a dedicated team of strategists, writers, designers, and project managers—functioning as an integrated extension of your staff, actively building systems, expanding donor programs, and creating campaigns from concept to solicitation.

In just six months, we formalize your development program, produce high-quality content and campaigns, and establish the infrastructure your organization needs **to grow funding at the same pace as your science.**



1 CONSISTENT SENIOR-LEVEL FUNDRAISING LEADERSHIP

Guide strategy, priorities, & execution across multiple initiatives. Diagnose issues and create actionable solutions in real time.

3 STRENGTHEN DONOR-FACING MESSAGING AND MATERIALS

Clearly communicate your science, impact, and value with confidence.

2 ADVANCE KEY FUNDRAISING EFFORTS IN REAL TIME

Including individual donor programs, corporate sponsorships, foundation grants, and major donor engagement.

4 BUILD REPEATABLE TOOLS, CONTENT, AND SYSTEMS

That support long-term fundraising success beyond the retainer period.

WHAT YOU GET EVERY MONTH

The Expert Team and Support Your Development Program Needs to Grow

WEEKLY STRATEGIC COUNSEL

Meet each week with our Founder & CEO to strategize, train, co-create, and problem-solve. For teams of one, these sessions provide the support and guidance to lead with confidence.

DONE-FOR-YOU EXECUTION

From the start, our team works on your most urgent projects while building long-term strategy alongside you. Everything is planned, designed, written, and delivered on time and at the highest level of quality.

BEAUTIFUL DESIGN

Every deliverable reflects the credibility & heart of your organization. From impact reports and corporate sponsorship brochures to donor campaign templates, your collateral will look as compelling as the mission it represents.



Captain's Toolkit for **CACNAIA** FOUNDATION

Types of Events

There are so many ways to bring your community together in support of your family and the work of UMSDF. Your fundraiser can reflect what you love, what your community enjoys, and what feels meaningful to your family.

Below are a few popular event ideas to spark inspiration. Feel free to make them your own.

Active Events

GET PEOPLE MOVING AND ENERGIZED FOR YOUR CAUSE.

- 5Ks or fun runs
- Golf tournaments
- Cycling events
- Fitness challenges
- Pickleball or tennis tournaments
- Yoga or wellness classes

Celebration-Based Events

TURN MEANINGFUL MOMENTS INTO IMPACT.

- Birthday fundraisers
- Anniversary or milestone celebrations
- Holiday parties
- Family reunions with a purpose
- Wedding charity donation registry

Community & Social Events

BRING PEOPLE TOGETHER IN A RELAXED, FUN SETTING.

- BBQs or neighborhood block parties
- Pub trivia nights
- Video game tournaments
- Bingo tournaments
- Dance-a-thons
- Movie nights

Creative & DIY Events

INVITE PEOPLE TO CREATE AND LEARN NEW SKILLS.

- Bake sales or chili cook-offs
- Craft nights or art auctions
- DIY workshops (painting, wreath-making, etc.)
- Paint & Sip events

EXPERT GHOSTWRITING

Shannon creates high-impact messages in your leader's voice. You also receive a custom Ghostwriting Guide with ChatGPT prompts so your CEO can write quickly and consistently long after the retainer ends.

CAPACITY BUILDING

We work to build your systems, operations, leadership, technology, and core messaging so that your organization emerges even stronger and more effective after 6 months.

ASYNCHRONOUS SUPPORT

Burning question between sessions? We are there. Collaborate through Google Docs, Canva, and shared folders so nothing slows you down.

THE MATH IS SIMPLE

An Expert Team for a Fraction of the Cost

	Full-Service Retainer	Director of Development
6-Month Cost	\$27,000	\$75,000
Benefits (25%)	None	\$18,750
Recruiting & Onboarding	None	\$10,000
Total	\$27,000	\$103,750

74% savings

compared to hiring a Director of Development

That's **\$76,750 back to your org**, money that can go directly toward funding the research toward life-changing treatments.

Ready to Kickstart a New Era of Donor Engagement?

[BOOK A CALL](#)

Let's talk about your goals and build a plan that gets you there. Schedule a free Discovery Call with Shannon and the Rare Impact team today!

HAPPY CLIENTS

“Our longstanding collaboration with Shannon on Urea Cycle Disorders projects has built a strong foundation for partnership. When she founded Rare Impact Agency, we immediately recognized its value for our foundation. Her rare disease expertise and trusted relationships enabled us to launch initiatives without delay. Shannon’s strategic insight and compassion were pivotal to our campaigns.”

– Tresa Warner, Executive Director
National Urea Cycle Disorders Foundation

“Working with Shannon, we have seen concrete results that have helped drive our mission forward. Shannon and her team helped us revamp a longstanding fundraising campaign with a fresh look and feel that better meets the needs of our growing community.

In addition, she has helped refine our science communications so they are relevant to our families and well received by our community. Most importantly, she understands the unique needs of the rare disease community.”

– Shira Johnson, Executive Director,
CACNA1A Foundation