

## THE RESOURCE DEVELOPMENT FOCUS GROUP

### *FACILITATED BRAINSTORMING WITH KEY STAKEHOLDERS*

Are you launching a major donor program or anniversary campaign? Have you ever wondered what your key supporters are thinking about you? What aspects of your work resonate most with them?

*Ask them!*

An integral part of Cause Effective's resource development planning work, focus or brainstorming groups allow organizations to engage diverse stakeholders in thinking together about this moment in your organization's growth: what you've achieved – where you are now – and especially a vision of the future that generates excitement and encourages support from those present and beyond.

- What are the most important aspects of this work? What is it that most resonates?
- Who are the people who might support his work in some way?
- What are the most effective ways of engaging them?

In addition to garnering vital feedback about developing a broader community of support, the focus group allows you to more deeply cultivate the people in the room themselves so that they will be supportive as you move forward – opening doors, making connections, or inviting them to an event or meeting on your behalf.

The fee for a Cause Effective facilitated focus group is \$3500

- Review of current fundraising performance, case for support, and collateral materials, supporter constituencies and prospective focus group invitees
- Sample documents including draft agenda, invitation, organizational "wish list"
- One meeting with staff and selected board members to review the goals and agenda; review the invitation list; prepare participant staff and board for roles at the focus group
- Facilitation of the focus group and sharing flip chart notes and editing of detailed notes
- One call to debrief and review recommendations and plan for next steps

Additional focus groups are \$1500 each and coaching calls to get the most out of your investment \$200 each.

Engage and broaden your community of support by gathering them around the table together. There is no better way to understand what best motivates your supporters than to ask them!

**For more information call 212.643.7093 or email [consulting@CauseEffective.org](mailto:consulting@CauseEffective.org).**