



PMC partners with our Clients to Build a Strong Philanthropic Organizational Culture

PMC Inc. Partner Will...

- Provide overall planning, management and coordination of advancement efforts
- Be a catalyst of innovation, imagination and improvement
- Develop a comprehensive communications and branding program that is compelling, inspiring and tailored to the organization.
- Provide leadership and expertise to advancement staff and inspire action and commitment
- Assist in the training of advancement staff to ensure they are kept up to date on current fundraising practices
- Recruit a strong and committed team of leadership to support the mission and vision of the organization.
- Assist in board development training to educate and coach leadership in the strategic approach to raising friends and raising funds
- Direct the identification, cultivation and solicitation of a major gifts program in support of the comprehensive advancement program
- Provide database development expertise to expand and enhance the client's current database with qualified donor prospects

Client Partner Will . . .

- Have passion for the case for giving
- Recognize the concept of "Investment NOT Expense"
- Dedicate a minimum of one day a week to the comprehensive advancement program
- Embrace innovative marketing strategies
- Recognize the importance that leadership is fundamental to a successful advancement program
- Philanthropic success is celebrated
- Understand that accountability must be deeply ingrained throughout the organization
- Recognize that advancement is a core function of the organization
- Mobilize and energize champions within the organization who will assist in building a broader understanding of philanthropy's role for the client
- Provide donors the opportunities to interact with the client
- Share information in a timely manner to facilitate the programs being developed by PMC Inc. in support of the comprehensive advancement program

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