

**ארנולד דריימן – דריימן יועצים**  
**Arnie Draiman – Draiman Consulting**  
**M. A. - Education, Counseling and Psychology**  
**More than 15 Years Experience in Israel**

**What Arnie Can Do For You and Your Organization:**

**ORGANIZATIONAL CONSULTING**

- Comprehensive Assessment
- Strategic Planning
- Marketing & Communication
- Leadership Development
- Executive Mentoring and Supervision (“Coaching”, see below)

**FINANCIAL ADVISING**

- Comprehensive Assessment
- Development Audit
- Business Plan (Organizational)
- Planning & Feasibility Studies

**FUNDRAISING CONSULTING**

- Fund Raising Strategies- Annual Giving Initiatives, Capital Campaigns, Endowment Campaigns, Major Gift Initiatives, Signature Events
- Solicitation Process Support
- Recognition Planning & Implementation
- On-going Development Support
- Assistance with an integrated resource development plan focused on diversification of revenue streams
- Consultation on donor database management
- Training for board and staff on relationship building with donors and funders
- Consultation on the creation of revenue/fundraising committees
- Referrals to print and Internet sources of resource development information and templates
- Recommendations on donor stewardship practices

**ONE TIME ASSESSMENT – 500NIS (+ VAT)**

I will review your Marketing and Communication materials, do a review of your financial reports and budgets, and give you specific recommendations regarding donor relationships. You will get simple, easy to understand (and easy to implement) summaries.

**THREE SESSION ASSESSMENT – 1000NIS (+ VAT) – more in-depth and covering a broader range of issues and areas of concerns.**

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## LONG TERM CONSULTS

**Campaign Counsel** - a consulting relationship which offers support to the organization throughout the planning and implementation phases of a major campaign, or through the creation of a new fundraising system for the organization. For this relationship to be productive, the organization must have a staff or committed volunteer who has designated a portion of time for development work. Depending on the ambitiousness of the plan, this may require hiring a development or campaign director in-house.

**General Counsel** - a longer-term advisory consulting contract. This may be useful in transitioning out of a capital campaign, creating a new staffing arrangement, building a new or more aggressive annual fund campaign or developing greater capacity for fundraising.

**Development Audit** - a study that will assess both the internal and external effectiveness of the development program of an organization, including systems analysis, effectiveness of fundraising techniques and materials, involvement of staff and board, and the attitudes of donors or volunteers. An audit usually is most effective if it recommends actions for near-term improvements through a fundraising plan as well as direction for long-range planning.

**Diagnostic Study** - a short internal assessment of current practices, particularly in fundraising, to determine whether all potential areas of work are being maximized, and to recommend possible future activities. This involves staff and, perhaps, board members; it usually results in a presentation of findings and recommendations to staff and board committees.

**Feasibility Study** - a study that includes an internal development audit but is primarily an extensive series of internal and external confidential interviews, to assess the ability of the organization to conduct a major campaign. The study usually requires pre-feasibility preparation including development of preliminary case statement, materials development, and proposed budgets for the campaign.

**Fundraising Letters** - Versions of the letter for different constituent groups including mail merge options; Detailed recommendations on recipient groups and methods for selecting these; Timeline for mail drop, follow up and reporting requirements; Draft of basic thank you letter and recommendations on personal letters for higher donors; Other related recommendations for highly effective mailing.

**Project Consultation** - targeted consultations with a goal to solve an immediate problem or challenge. This is most helpful when you need to accomplish something soon, and you may not have the knowledge, skills, perspective or time needed. Typical projects might be:

Writing fundraising letters, case statements and other fundraising materials

Editing fundraising materials such as direct mail, case statements, and grant proposals.

Researching potential foundation funding.

Conducting an executive search for a Director or Development Staff.

Troubleshooting a stagnant campaign.

Planning a one-time fundraising effort or project

Brainstorming the strategy for a solicitation, project, or campaign.

## **WHAT IS EXECUTIVE MENTORING AND SUPERVISION?**

When you're in charge, you can no longer be a regular person. Not only must you bear the weight of responsibility for your organization (and your constituents), but you must do it gracefully, confidently, and in perpetual good humor.

Everybody expects the boss to have all the answers. If you don't know what to do, you're not doing your job. Everything you say is blown out of proportion, treated as an official position rather than your own private opinion. If you express normal human emotions, they'll be in everybody's e-mail by tomorrow morning. If you share your doubts it might have people thinking that you are captaining a sinking ship.

When you finally get home after a hard day of being all things to all people, you're expected to put the work aside and become a happy, enthusiastic friend and family member. Executive Mentoring is a personal service for managers who want advice off the record from someone who really understands. Take advantage of my years of experience!

You can talk to me about anything.