

*Strikingly Accurate*

# “An Amazing Thing Happens”

## It Shouldn't Cost You. Results That Generate New Funds.

A Study That Reveals Where You Are And Directs Where You Should Be. And Tells You How To Get There

In the past few years, we've conducted several hundred assessments for Development and Advancement offices.

Note—we don't refer to these as *audits*. There's a reason. We'll explain in a moment.

In our firm, we call the examination and the projections we undertake a **REAP**. It stands for: **R**esource **E**valuation to **A**ssess **P**otential.

Well... we admit being partial to acronyms. But the name does tell the full story.

Look up the word. You'll find *reap* means to harvest—“to yield, glean, procure, earn, win.” (We love the word: win!)

## Poke and Probe

That pretty much describes what our evaluation is all about. We gather a great deal of information. A staggering amount! (In a **REAP**, a few months ago, for one of the country's leading seminaries, we actually analyzed four large moving boxes of files and data.)

If that's all we do, that would be an *audit*. That's why we don't use that word.

There's so much more in our review. Profoundly so.

We sift and sort, search and study. We poke and probe. For a major medical center recently, we spent four days on site just interviewing staff and key volunteers.

We assess every possible aspect of your work. If we stopped there, it would be enlightening—but not really helpful and valuable.

We take the next step. We determine what your full potential should be. And we tell you how to get there. It's all documented, specific, and substantiated. And time-phased.

We look for the slightest crack that opens a door of opportunity. We offer alternatives, new approaches, and innovative ideas.

## A Template Won't Work

Here's how we start. We review and evaluate forty-three specific areas of the department. This covers virtually every detail and mechanic of a successful development operation.

In addition, we use an instrument called **GOCheck**. This was developed by our firm. It examines 157 different aspects of your program.

There's more.

If you're planning a campaign sometime in the future, we profile your situation in a remarkable instrument created by our firm called **ACT** (we just can't resist those acronyms)—**A**ppraisal of **C**ampaign **T**iming.

The results of this exercise are strikingly accurate. We can actually predict your success. **ACT** has been field-tested in several hundred situations.

Now the real work begins!

This is no place for a cookie-cutter approach. Everything we do from this point on involves a creative design and strategy. We begin peeling back the layers.

We delve into staffing, volunteer structure, and donor management. We identify and profile your most important constituencies and define a plan for reaching them.

There's plenty more. We're idea merchants.

## Immediate Results

You can expect immediate results. Most of our **REAPs** generate a twenty to thirty percent increase in income in the first eighteen months.

Actually, the study shouldn't cost you. It is certain to produce important new income.

There is an oral presentation—usually to the board. And, of course, a written Report. Often, there's an interim presentation to the senior staff before final recommendations are put in writing.

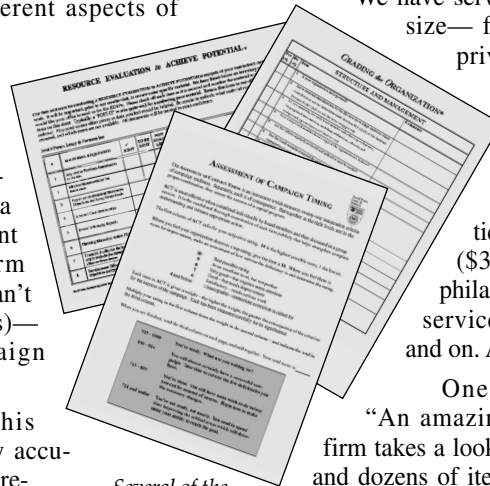
We don't believe in heavy tomes to be placed on a shelf. We plan for a written Report that is a working tool.

We have a special key that actually demonstrates the priority and urgency of each item. These are called **ActioNotes**. Again, this is unique to our firm.

We have served institutions of every size—from one of the largest private universities in the country to a small organization for homeless children (annual budget—\$1.5 million). State universities, an overseas ministry (\$300 million annually in philanthropy), a small social service organization, and on and on. And on.

One of our clients said: “An amazing thing happens. The firm takes a look at us, uncovers dozens and dozens of items that were staring us in the face all the time. Some of these, we've been talking to the board about. Having an outsider say it and substantiate it, made the difference. The board took action immediately.”

If you feel the depth and character of this type of an examination is appropriate for your organization, give us a call. Our Partner for Client Services will be pleased to answer any questions, give you an idea of cost, and determine whether a **REAP** is suitable for your situation.



Several of the instruments we've developed to help us assess your full potential.



The Idea People

**Jerold Panas, Linzy & Partners**  
*Consultants to Philanthropy*

500 North Michigan Avenue  
Chicago, Illinois 60611  
(312) 222-1212 | Fax (312) 222-9411

Website: [www.panaslinzy.com](http://www.panaslinzy.com)  
eMail: [ideas@panaslinzy.com](mailto:ideas@panaslinzy.com)