

Organizational Mentoring Makeover

The California Desert Communities Chapter of the Association of Fundraising Professionals is pleased to announce the first annual Organizational Mentoring Makeover.

[Video Feature](#)

AFP, CA Desert Communities Chapter, through an application process, will select a local Coachella Valley non-profit to receive a Makeover. AFP, CA Desert Communities Chapter, has selected a number of professionals, in a wide variety of disciplines, to provide pro bono services to the selected non-profit. This could include any or all of the following:

- Branding, including a strategic marketing and branding plan
- A review of all graphic material, including website, brochures etc.
- An examination of the use of social marketing
- Board development, recruitment and training
- An overview of the agency's fund-raising program, including events, strategic corporate partnering and planned giving
- Strategic partnerships with other non-profits
- A review of the agency's fiscal policies, banking, insurance, D & O policy etc.

The Makeover would be a model for all non-profits to benefit from, through AFP's publishing of the action steps recommended and adopted, the positive changes made by the agency and the total impact on the agency's overall public awareness and financial improvement.

AFP will partner with a variety of media sources that will include print, radio and television. We expect articles will be published on a regular basis, to track the action steps taken and the progress being made by the agency.

The agency chosen will be from a written submission from a short questionnaire provided to a selection committee from AFP.

The criteria for the selection will include, but not limited to:

- The overall content of the submission
 - The perceived need of the non-profit
 - The non-profit shall be less than \$1 million in annual gross revenues
 - The non-profit shall have had their 501 c 3 status for at least three years
 - The board of the non-profit formally approve the Makeover, commit to an initial orientation and be totally supportive of the Makeover
 - The board commit to at least two progress meetings during the Makeover, possibly at regularly scheduled board meetings
 - The non-profit commit, in writing and to the best of their ability and within budgetary guidelines, adopt and implement as many of the recommendations of the Makeover as are appropriate.
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- The non-profit selected need not be a member of AFP, Desert Chapter

PARTNERS

AFP will partner with a variety of media including:

- Desert Sun
- Desert Charities News
- Desert Radio Group
- CBS Channel Two
- Lamar Billboard
- PRNewsworks
- Circle Take Media

The goal is to ask the news partners, such as the Desert Charities News and Desert Sun to provide ongoing coverage of the makeover, as well as the possibility of a pro bono campaign for the charity.

The goal with Lamar and Desert Radio Group is to provide the makeover candidate with a package of pro bono advertising to assist in the branding of the non-profit.

Other partners, and makeover professional participants would include representation from:

- Social media
- Website design
- Branding, marketing, PR specialists
- Finance, accounting, legal

A total value of services and donated advertising will be calculated. An amount of \$25,000 or more is not unreasonable.

A formal contract for the selected non-profit needs to be created in order to provide assurances that the makeover, and any recommended changes will be taken seriously and implemented if possible.

A contract for a specific number of hours should also be created for any professionals who volunteer their time, as well as a scope of their work, once the needs of the non-profit are determined.

An important part of this makeover is the positive exposure that AFP will receive and to that end someone within AFP needs to be responsible for ongoing press releases.

It is recommended that an announcement at an AFP lunch be made of the makeover, with a request for press to be present, as well as a concerted effort to bring guests who are not current AFP members, city officials etc. An announcement of the awardee should be made within 60 days of the kickoff, also at an AFP lunch. At each lunch thereafter an update should be made of the ongoing progress of the program. A final review of the program should also be made, with a formal presentation of their advertising package, at the completion, again with a strong effort to attract dignitaries and the press.

IMPLEMENTATION PLAN

Task

Who

By

1. Prepare a simple contract for the makeover
2. Prepare a simple contract for makeover committee
Volunteer members
3. Develop an RFP for non-profits to submit interest
4. Develop the committee members
5. Connect with potential media partners
6. Press release and kick-off, at March AFP lunch
7. Provide an orientation for all non-profits
considering applying, at April lunch meeting
8. Select Makeover non-profit
9. Schedule meetings w/makeover candidate
10. Monthly meetings w/makeover candidate, May thru Oct.
11. Ongoing press releases to all media, including media partners
12. Targeted completion of makeover
13. Introduction of "makeover" candidate at October AFP lunch