



## On Demand Consulting Projects

Compass' pro bono On Demand projects address a single issue and provide information or options to clients in two to six weeks. At the end of the project, nonprofits will typically receive any analysis, plan, or tools created, along with recommendations for next steps.

### Project Descriptions

- I) **Finance** – Evaluating the impact of the current crisis on an organization's finances
  - a) **Cash Flow Analysis:** Evaluate cash inflows and outflows over a fixed period
  - b) **Financial Model Creation:** Forecast for revenues and expenses for a fixed period, based on a revised assessment of finances impacted by recent events
  
- II) **Fundraising** – Supporting efforts to continue fundraising during the crisis
  - a) **Current Donor Analysis:** Identify most loyal and valuable donors for outreach, based on historical giving trends
  - b) **Data Analytics/Visualization:** Use existing data sets in new ways for fundraising
  - c) **Digital Strategy Review:** Review and refine online donation processes, search engine optimization, website, social media campaigns, etc.
  - d) **Map the Donor/Member/Patron Experience:** Design process for following donor engagement, interaction, and activities to deepen relationship
  - e) **Research:** Compile an annotated list of relevant grant and funding opportunities
  
- III) **Communications** – Maintaining visibility and relevance to donors and constituents
  - a) **Crisis Communications/Media Toolkit:** Develop resources, templates, documents, etc. for use on all media platforms
  - b) **Digital Strategy:** Review and refine key messages for existing communications platforms
  - c) **Email Marketing System Setup:** Review and refine existing contact management system
  
- IV) **Technology** – Supporting the productivity of boards and staff; connecting to stakeholders
  - a) **Salesforce Report Creation:** Use existing data, configure report creation and tailor to needs
  - b) **Scouting:** Identify new tech/tools, create an acquisition and adoption strategy
  - c) **Remote Team Technology Plan:** Assess current state, identify tools, and provide or identify training for staff

