



# Nonprofit Management Case Study

## The Challenge

Although the organization had had past successes with a gala event, the organization had fallen on hard times with inaccurate accusations by media and the general public. Activities had been dormant for several years with the IRS ready to pull their nonprofit status. In addition, the founding board members wanted to resuscitate the organization but struggled with communicating with one another after past arguments had caused them to abandon the organization.

The nonprofit had a divided board, no sponsors, a mailing list more than five years old, poor relationships with the media, and an impending loss of nonprofit status by both the federal government and the state.

## The Strategies and Activities

Fullanthropy worked to develop consensus among the leadership, enhance the organization's image with improved media relations and effective branding, restore the tax exempt status, and generate revenue. Specific activities included:

- ★ Counseling board members regarding expectations and duties
- ★ Revising the mission to better reflect the board's intentions and activities
- ★ Completing state and IRS forms to ensure compliance and reinstatement
- ★ Creating organizational policies that complied with legal requirements
- ★ Developing new branding and marketing materials
- ★ Creating a social media presence
- ★ Establishing organizational and event budgets
- ★ Designing a detailed implementation plan for upcoming event
- ★ Negotiating contracts with vendors
- ★ Producing sponsorship proposals
- ★ Assisting with the solicitation of corporate sponsors

## The Results

As a result of Fullanthropy's engagement, the organization achieved the following:

- ★ A multi-year five figure sponsorship
- ★ Effective communication among board members resulting in focused decisions
- ★ New branding and marketing materials highlighting past successes and modern design
- ★ Media exposure via a press conference on TV outlets and print media
- ★ Ads in newspaper targeting identified donor demographic
- ★ Compliance with all local, state, and federal laws related to nonprofits
- ★ Comprehensive strategic plans for event and organizational management