



Organizational Assessment

Organizational assessments often are the core of Chord projects. Using an arm's-length perspective and decades of expertise, we complete a quick initial assessment of your group or organization's strengths and areas of concern. In order to complete an organizational assessment, Chord requests a list of basic materials for our review, such as yearly reports, budgets and leadership bios. We then schedule meetings with agreed upon key stakeholders, such as leadership staff, board members, customers and competitors. The outcome often results in a focused, detailed document that answers the questions you seek to resolve and builds a sustainable roadmap for success. It is Chord's objective to never shock our clients with the final outcomes of an organizational assessment as we work hand-in-hand with you throughout the process.

Organizational Benchmarking

It is impossible to realize success without first being able to define it. Through organizational benchmarking Chord helps you define a standard of excellence against which similar items can be measured and judged. Often this is accomplished through identifying your desired state or benchmarking against industry leaders and quantifying the steps you must take to get your organization to that ideal location.

Relationship-based Giving Partnerships

The days of transactional fundraising are numbered. Both philanthropic organizations and donors have come to realize they require more from charitable interactions. Relationship-based giving partnerships focus on the concept of mutually beneficial and sustainable relationships. Chord helps build a value equation to marry not-for-profits with charitable organizations and individuals in long-term and multi-faceted unions. When created successfully, both parties enjoy the perks of a relationship that spans multiple years with comprehensive giving that could include anything from pure financial support to volunteering to in-kind donations of time, resource or products.

Selecting a Non-profit Partner

Standards for the 21st Century require organizations to make a focused effort to positively impact the communities in which they do business. As we leave an era of questionable corporate behavior there exist an opportunity for companies to stake a claim to a preeminent position relative to corporate citizenship. However, with more than a million not-for-profits in America alone, the task can seem daunting. Chord identifies the right not-for-profit by helping you achieve your business goals such as – support to a cause or mission, improved employee satisfaction, increased sales or any other driving factors.

Media Planning and Training

Nearly all organizations have some interaction with the media. With no opportunity for a second chance it is essential that you convey the right message, tone and impression to control public perception of your organization. Chord has extensive experience preparing individuals for all types of media scenarios. Our media training defines the elements of communication, develops the qualities of an effective communicator, creates an analysis of media situations and includes an exercise in tailored-message development. Make sure you are prepared when your number is called.

Brand Development and Brand Equity

Experts in the category know the value of their brand and the impact it can have on consumers. Groups such as American Express, Nike and the American Red Cross know that including their brand on a package or event can impact everything from sales to price point. Chord helps you not only identify the value of your brand, but also increase its value, recognition and visibility.

Cause-related Marketing

Cause-related marketing is everywhere in the marketplace – from colored ribbons on cereal boxes to change jars at fast-food restaurants. In an over-crowded market everyone desires the ever-elusive brand loyalty that can come from a precise cause-related marketing strategy. Companies must identify a cause they are passionate about and one that aligns with their targeted audience. Chord is one of only a handful of groups with extensive experience in both the for-profit and not-for-profit arenas that results in clearly aligning business objectives with philanthropic strategies.

Corporate Sponsorships

The hat Tiger Woods wears during a golf tournament is no coincidence – it is a well-thought-out and high-priced example of corporate sponsorship. Ideas and opportunities for corporations to sponsor individuals or events are limitless and range from professional athletes to hometown t-ball teams. Chord works with you to identify what sponsorship opportunities best align with your organization's goals and objectives, and how to get the most for your sponsorships dollars.

Senior Leadership Engagement

It is not just the fundraising department that is responsible for bringing in much-needed financial support, nor is it just the sales department that should be focused on securing resource. The marketplace places a high value on titles; senior leadership must be engaged for any organization to succeed. Chord helps identify ways for not-for-profit leaders – Board of Governor members, C-level staff and volunteers – to comfortably engage in fundraising efforts. Additionally, we can prepare corporate senior leaders to be involved in maximizing revenue.

Feasibility Study

When is it time to seek outside support? While the pure logistics of a feasibility study might be managed inside an organization, an outsider's ability to objectively assess fundraising capacity and conduct focused, substantive interviews with prospects is unparalleled.

Feasibility studies provide an objective evaluation of an organization's fundraising capabilities and evaluate the probability of success. Campaign leadership and principal gift donors are identified and interviewed to measure interest; strengths and weakness of a campaign strategy are assessed; and organizational readiness is determined.

Chord brings a neutral party's perspective to ask tough questions and work with the organization to build an effective campaign plan.

Episodic Giving

Chord has an extensive background working with the American Red Cross – the world's foremost episodic fundraising machine. We can bring that episodic giving experience to you in such a way that it aligns with your mission and maximizes the resources to your organization.

Co-branding and Marketing

There is power in data and that is never more true than in marketing. Let Chord identify brands that align with what you are hoping to achieve. Maybe you want to demonstrate your commitment to the communities where your customers reside, or you are a charity that wants to align yourself with a specific demographic. Co-branding and marketing can achieve those goals – let us draw the map you will follow.

Revenue Sharing

Any organization that has multiple locations with a headquarters and field-based units needs a clear revenue-sharing tactical plan. Inter-organizational bickering over who gets what can bring progress to a sudden, and often irreversible, halt. Chord can help identify the fair-and-equitable answer that grows finances across the board for all parties involved.

Affinity Programs

Why go after one donor or customer at a time if there is a way to attract a large group? That is the premise of affinity programs – and one that college alumni associations have used successfully for years. Chord can help you identify customer or donor demographics that have a natural affinity for your cause or product. Now, instead of trying to connect with one customer or donor, you are reaching out to the broad addressable market.

Online Fundraising

In today's overly competitive market for support almost all charitable organization utilize online fundraising – however, very few maximize the available opportunities or addressable dollars. Members of the Chord team were instrumental in planning and building the online fundraising mechanisms for the American Red Cross National Headquarters that now lead the industry in bring in millions of dollars each year. Chord can help you determine what online fundraising elements will work for your organization to make sure you are not leaving funds on the proverbial table.

Workplace Giving and Employee Campaigns

Time and again surveys indicate employees feel their employers have an obligation to help them identify ways to support a cause. It is an important perk and moral booster. Not only are employees happier when their employer is philanthropic, but they also are willing participants. The Chord team has experience on the not-for-profit and for-profit side of workplace giving and employee campaigns. Chord can help you identify and set up a workplace giving program that meets your needs and is simple to administer.

Customer Donation Programs

Customer donation programs benefit customers, companies and non-profits. Customers have access to support a cause with which they connect. Companies enjoy the advantages of cause-related marketing by tying their corporate image to a charitable cause. And non-profits reach donors that they might have missed otherwise. Chord can help non-profits and companies develop and implement customer donation programs that benefit all parties and meet computable success.

Business Development Strategies

No healthy and viable company should ever rest on its laurels. There are always more addressable customers or market verticals to tap into. Chord is happy to share with you our decades of experience in creating inventive, tactical and – most importantly – measurable business development strategies.

Public Relations

All organizations must create positive visibility with their customers, employees or donors in order to remain healthy. Public relations is at the core of general awareness. Chord has the resources to be as intimately involved in your public relations planning and implementation as you need – from developing high-level strategies to writing the press release. We are poised and ready to step in.

Marketing

Marketing is defined as, “1. The act or process of buying and selling in a market. 2. The commercial functions involved in transferring goods from producer to consumer.” Not that helpful, huh? Whether you can identify it, or not, we are all inundated with marketing messages and imagery – some good and some bad. Chord takes a fresh look at your marketing needs, goals and objectives and identifies where they might need adjusted and refined. Let Chord make sure your marketing efforts are actually accomplishing your needs, goals and objectives.

