

Services + Opportunities

your spark. our skills.

Vision

Empowering passionate people for the betterment of the world.

Mission

To equip organizations and individuals with the tools and skills they need to communicate their impact in ways that inspire and engage those around them.

Values

INSPIRED BY YOU

We are first and foremost client-centred. We believe in you and are here to support you in taking things to the next level.

AGILE

We are a small, highly skilled team that pivots quickly in response to our clients' needs.

AUTHENTIC

We're genuine and driven. We're always going to do our best work for you.

BOLD

We operate from a position of abundance and approach risk thoughtfully, and with courage.

JOYFUL

We believe in blurring the lines between work and play because helping people make the world more awesome should be fun and creative with a dash of magic.



Fundraising Events



Let's face it, fundraising events can be stressful. They're also a fantastic opportunity to reach your audience in a way that's uniquely "you." At F+H, we know how to build strong, **revenue-generating strategies that work**. Through brainstorming, strategizing, coaching and implementation, we will be with you every step of the way.

Together, we'll address such questions as:

+ How are we going to reach our fundraising goal? + How should we price our tickets? + Should we do an auction? + How do we ask for money without scaring people away? + How can we make our event stand out from the pack? + Should I give a speech? What should I say? + How do we thank our event guests in a meaningful way?

Have more questions about how to make your next fundraising event a huge success?

Bring 'em on - we are excited to dig in with you!

"As a smaller charity we have limited experience or in-house expertise coordinating successful fundraising events. For our 2nd annual Vancouver Water Bash, we needed on-demand ideas and advice on best practices from someone who's 'been there and done that'. F+H came alongside and provided exactly that."

- Nate, Executive Director at ACTS



Fundraising Strategy



We know that the most frustrating question someone can say to a charity is, “What is it that your organization needs other than money?” Why is it so frustrating? Because, like any business, generating revenue is a key component of your success. And it’s also one of the biggest challenges you face.

We’ll work with you to evaluate your current fundraising practices, and consider new avenues for growth. Through a clear, measurable strategy, you can develop a **fundraising program that is reliable and effective**. Using all the information we can get our hands on about your organization’s donors, history, tools and resources, we will work with your team to create a strategy that is as unique you are.

We have experience working with staff members, board members, volunteers and executive directors. Every team looks a little different, and we’ll work with you to leverage your people power and resources for the best possible results.

“F+H helped us crystallize our fundraising goals and implement them into action. I would absolutely recommend F+H to any organization looking to make key advances with their communications. This team hones and propels your message at an exceptional level!”

- Majka, Founder of Legado Initiative



Digital Strategy



You already know that your organization needs to be online - a digital presence is essential these days. But where? And how? Which social media platforms matter, and what should your website do? Should you be sending emails or doing any advertising? The internet is a big space with lots of voices, and knowing where to focus your energy can be tricky.

We'll help you evaluate your current digital strategy and **focus in on the activities that are going to advance your cause** and help you reach your goals. We can provide guidance, or take over all your online activities - it's really up to you and the capacity of your team.

We can work with you on website design and content management, online giving, email marketing, social media and digital advertising.



Donor Stewardship



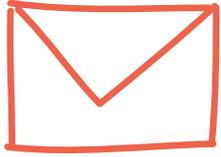
You think your donors are the best ever and communicating how much you appreciate them is a key part to keeping them **engaged, committed and inspired**. Like any relationship that goes the distance, the one you have with your donors requires thought and attention. If done properly, your donors know they can count on you to keep them in the loop, and they are eager to learn about the impact they are making in the world. They even look forward to opportunities to do more and give more.

Here's how we can help you nurture the relationship you have with your donors:

- + Develop a stewardship strategy unique to your organization's strengths and impact.
- + Create an annual plan that makes it easy for your team to execute the strategy.
- + Equip you with all the tools you need - from thank you call scripts to email newsletters, compelling thank you letters to engagement opportunities that surprise and delight, we can help you make sure that your donors always feel the love.

Janet and Leigh are extremely strategic and have made a tremendous impact on UGM's mid-level program. They analyzed our data, donor touchpoints and communications calendar to craft a much more intentional stewardship strategy. And, did it ever work! All our metrics improved. Gifts which had been growing at a rate of 2.1% increased to 6% in the first year and 11.5% in the second year. Revenue which had been growing at 1.8% per year jumped to 7% and then 14.3% in the second year. We have deeper engagement with our donors, and have identified significantly more prospects for major giving than ever before.

- Chris Manager of Strategy + Direct Marketing at Union Gospel Mission



Accountability Reports



Your donors make amazing work possible - show them! There's nothing that the team at F+H loves more than writing a compelling, creative report to **showcase the impact your donors are making in the world.** These reports account for how you've invested your donors' generous gifts and give them more than enough reasons to continue their support.

How? We'll start with your stories, experiences and financials and transform them into sophisticated, creative pieces you will be proud to share. From small monthly updates to quarterly newsletters or project-specific stewardship reports to annual reports, we have you covered.

"F+H seeks to truly understand their clients and this shows in the communications materials that they create. For us, they have been able to reflect our brand and balance lightheartedness with the serious undertones of what The Lipstick Project does. Combine that with their understanding of how to share our story in a way that helps the impact of our work to resonate deeply with our community and you have a killer combination."

- Natasha, Director of Operations, The Lipstick Project



On-Demand Coaching



Whether it's someone to create ideas and strategy with, someone with a fresh pair of eyes for your appeal, or someone to improve your understanding of tried and tested fundraising principles, **on-demand coaching puts the F+H team at your fingertips.**

Coaching programs with F+H are tailored to your organization's unique goals and skill set. Together, we will strategize, create and execute effective projects and programs. By signing up for on-demand coaching, you'll be able to call on our experience and expertise for the moments you need it most.

"Fawkes + Holly gave our organization so much more than just fundraising 'theory' —their coaching was relevant, practical, and realistic. In particular, our 2015 fundraising event – which F+H helped lay the framework for – was a hit with our financial partners, pretty much across the board. Bottom line of F+H's impact on our organization: we raise more money and actually feel confident doing it."

- Andrew, Area Director at Youth Unlimited North Shore

\$ Investment



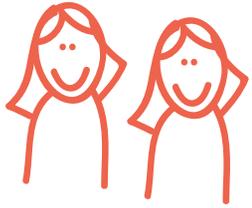
In order to give you a proper quote, we'll need to get to know more about you. Your organization, your goals and your context are unique and our fee structure reflects that.

What you should know though, is that our pricing models range from a one-time investment for a specific project, to a monthly retainer for ongoing work, to an hourly rate for small or unpredictable projects. Our goal is to find an investment structure that is right for you.

What we can say, is that we're a lean operation. We have no office (we work from home), only two staff members, and are focused on efficiency and resourcefulness. We know that your time and money are valuable, and we'll treat them that way. **Guaranteed.**

"The perfect balance of hard-working diligence and light-hearted play...F+H know how to exceed expectations in every way. They excel in collaborative teamwork and will make sure all parties involved are essential and engaged. Their spirited energy, authentic creativity and professional dynamics are of utmost value for any organization. You will want them to be by your side again and again!"

- Holly, Director of Community Partnerships at The Lipstick Project



The Team



Leigh Boyle

Leigh is a creative communicator with seven years of experience sharing the heart of non-profit organizations across cultures and continents. From Swaziland to Ethiopia, Mozambique to Vancouver, her asset is the ability to powerfully connect donors and sponsors to the impact they are making in the world. With a diverse skill set and unique global experience, Leigh is passionate about equipping small charities with the words, images, and strategies they need to extend their reach and increase their revenue.

As the Founder of The Lipstick Project, Leigh has been named to BC Business' Top 30 Under 30 list and has been nominated for the YWCA's Women of Distinction Awards. She has spoken at TEDxSFU and Sam Sullivan's Public Salons.



Janet Edmison

Janet is a strategic thinker with six years of experience fundraising for small and mid-sized non-profits including Cystic Fibrosis Canada and Union Gospel Mission. Passionate about sharing the vision and mission of organizations making an impact around the world, Janet excels at developing strategies and materials that change the game for small teams with limited resources.

Janet's asset is her diversity. With substantial skills in programs like InDesign, Illustrator, MailChimp, Raiser's Edge and more, Janet is an excellent communicator and a tireless advocate for the causes she takes on.



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Our Process

Wondering how to get started? We like to get to know our potential clients over a cup of coffee or a Skype date. Drop one of us a line, and we'll set up a time to connect.

Your first meeting is always free and is a chance for you to tell us about your goals, vision, challenges and how you're hoping we can support you. It's also a chance for you to get to know us. If F+H isn't the best fit to help you grow, we can recommend some other companies doing great work in the field.

If it does feel like a good fit, then we'll put together a proposal for you with ideas, strategies, timelines and all the juicy details.