

## Hindsight is (important in planning for) 2020.

The first months of a new decade! It's a great time to take stock. After all, reflecting on past accomplishments and challenges is a great starting point in planning for future success.

We hope you and your team have taken time to celebrate everything your organization achieved last year. Were there also hurdles you'd like to overcome? Here are some themes we commonly hear about:

- *I know we're making a difference, but we're having a hard time demonstrating it.*
- *We had a great plan but life got in the way.*
- *Last year was healthy, financially, but I'm worried about whether we can keep growing.*
- *I'm certain we're still missing opportunities for fundraising.*
- *We're on a constant treadmill. Our gift renewal rate is too low.*
- *Our marketing and communications materials didn't get the results we were hoping for.*

Thurlow/Associates is skilled at helping organizations that are facing challenges like these. Our expert team can help eliminate stress and guesswork as you evaluate your work and plan for additional enhancements. Here are just a few of the ways we can add value:

**We can help you** create a strategic plan that is actionable and fundable — and support your team in ensuring it's implemented.

**We can help you** demonstrate your success.

**We can help you** determine whether your fundraising goals are realistic.

**We can help you** create or strengthen your fund development plan.

**We can help you** improve your outreach and stewardship programs to attract new donors and increase donor retention rates.

Our personalized, strategic approach builds on client strengths to create lasting impact. In addition to assessment and planning, we also offer high-quality, hands-on implementation services.

Visit our website at [www.thurlowassociates.com](http://www.thurlowassociates.com) to learn more about our work and our approach. Or to discuss how Thurlow/Associates can help your organization achieve its goals in 2020 and beyond, contact us for a no-cost consultation. You can reach us at (310) 675-6497 or at [hello@thurlowassociates.com](mailto:hello@thurlowassociates.com).