

**Jumpstart**  
Powered by Bonterra

**CASE STUDY**

**ASSISI foundation  
experiences unprecedented  
success**





## CASE STUDY

*A fundraising success story made possible through Bonterra's Jumpstart program, Momentum Nonprofit Partners, and The Assisi Foundation of Memphis, INC.*

ASSISI Foundation strives to effectively allocate resources to support the diverse needs of nonprofit organizations in a way that improves the quality of life for all.

Momentum Nonprofit Partners builds the momentum of the nonprofit sector to create equitable, measurable, and lasting change. Thanks to a collaboration between Assisi Foundation, Momentum Nonprofit Partners, and Bonterra, seven nonprofits in Memphis enrolled in Bonterra's Jumpstart program to build their fundraising capacity and decrease their reliance on granted and single-source funding streams.

### **Learn from Memphis' experience: work smarter, not harder**

Transforming Memphis into a healthy, vibrant city where all people have the opportunity to thrive, cannot be achieved in one year, nor through a single grant. To advance equity and create lasting outcomes, Assisi Foundation and Momentum Nonprofit Partners understand greater Memphis needs financially healthy nonprofits—with the fundraising capacity to sustain their impact.

Both Assisi Foundation and Momentum Nonprofit Partners offer capacity building and fundraising technical assistance services facilitated by their staff. However, they lack the internal capacity to provide intensive instruction and the technology-based infrastructure nonprofits need to increase and diversify revenue. They considered providing education in a virtual setting but weren't sure how to do it.

Eager to help nonprofits go beyond the basics and address the severe lack of diversity in the philanthropic sector, Assisi Foundation and Momentum Nonprofit Partners enrolled seven organizations—all led by people of color—in Jumpstart.

They were able to pilot a proven, evidence-based technical assistance program without adding to the workload of their staff—at a cost far less and on a much shorter timeline than they could do themselves.

## Memphis' nonprofits get to work

*After joining Jumpstart in the summer of 2018, grantees began:*

- Consolidating, cleaning, and organizing their data.
- Creating branded, donor-centric online fundraising pages.
- Writing compelling appeal letters that inspire donors to give.
- Segmenting donor lists so they can communicate in personal ways.
- Developing regular communications to keep supporters informed and prevent donor fatigue.
- Increasing the profitability of special events.



## Grantees embrace new trends & create results

“ Jumpstart allowed me to have a better understanding of our organization's fund-development opportunities and taught me how to grow and engage our donor base.

[My Personal Fundraising Coach] John is an excellent coach who always provides a plethora of insight regarding fundraising that can be integrated into our development strategies.

Because of Jumpstart, we now communicate through digital channels, and this led to a successful end-of-year campaign to fund our programs.”

— One Step Initiative



## Grantees turn a small investment into BIG impact

“Jumpstart and our Personal Fundraising Coach, Frank, have helped us reach donors, volunteers, and students in new ways.

- By integrating Bonterra Donor Engagement’s Guided Fundraising solution (formerly Network for Good) with our website and social media channels, we’ve seen a 90% increase in website views from different types of visitors including potential funders! Our students now respond on social media and find ways to give back.
- Jumpstart has helped us gain respect and credibility. We have been around for 31 years but many communities didn’t know we existed and had no idea we serve adults through literacy.”

— Collierville Literacy Council

## Measuring results and gaining insight

Assisi Foundation and Momentum Nonprofit Partners set out to achieve two goals: help nonprofits in greater Memphis become more financially sustainable and provide professional development opportunities for nonprofit professionals of color.

Jan Young, executive director of Assisi Foundation, was impressed by what Jumpstart participants achieved in a short period of time.



As someone that reads grantee communications regularly, the improvement in storytelling was simply amazing to watch. Not only did grantees raise more money, they did a great job informing donors about their impact. I actually look forward to reading their updates now!

*Jumpstart helped the foundation too.*

- It gave us the opportunity to learn about organizations we fund and those we don't fund. We understand the risk in our portfolio.
- We gained insight into the impact of development director turnover, especially in smaller organizations. Fundraising is hard! You need to develop a deep bench. And all of us deserve basic training to become proficient. Jumpstart helps people become better fundraisers.
- We appreciate quantitative and qualitative feedback in cohort reports. It allowed us to measure the impact of our capacity building investment and it was GOOD.

Jan Young | executive director of Assisi Foundation

**Kevin Dean, executive director of Momentum Nonprofit Partners described the impact of Jumpstart this way:**

*“Jumpstart allowed us to do three things:*

- Model collaborative behavior and healthy partnerships with grantmakers.
- Inject new blood into Momentum Nonprofit Partners.
- Offer a deeper dive into fundraising training that we otherwise couldn't have offered.

*I wish I had Jumpstart when I was a young development director. I was very green and it would have been hugely helpful for me.”*

— Kevin Dean | executive director of Momentum Nonprofit Partners

**Congratulations, Assisi Foundation, Momentum Nonprofit Partners, and Memphis Jumpstart graduates!**