

McConkey • Johnston international



Finding Your Way ...
Charting Your Course

Fundraising Management
Market Research
Strategic Leadership
Training and Resources



“The fundraising training provided by Redina Kolaneci of McConkey • Johnston to thirty ECM leaders was widely appreciated. Her combination of strong biblical grounding and effective professional fundraising practice is unique and much needed here in the UK.”

Richard Tiplady

British Director,
European Christian Mission

MccConkey • Johnston international is a leading consultancy with offices in the USA and United Kingdom whose purpose is to help non-profit organisations to become more effective in the areas of donor relations, fundraising, marketing, management and leadership. We accomplish this by working with our clients to develop strategies and programmes tailored to address their distinctive needs and opportunities.

Fundraising Management: Helping non-profits to win and keep the right kind of donors

The breadth of knowledge and professional experience enables McConkey • Johnston international consultants to offer their expertise on all aspects of designing and implementing an effective fundraising strategy including:

- **Strategic reviews of fundraising and communications** to assess the effectiveness of your organisation's fundraising efforts and help you raise more money in the future.
- **Design and implementation of targeted fundraising programmes** for increased financial support from potential key and major donors.
- **Writing and designing fundraising packages for soliciting gifts** from individuals, churches and grant-making trusts through direct mail, church partnership packs and other related materials (i.e. cases for support, brochures, newsletters, leaflets).
- **Legacy campaigns to undertake donor research** and develop materials for promoting legacy giving amongst your donors.

Market Research: Because you can't do business with yesterday's tools and be around tomorrow

Here are some of the research services available to non-profits in the UK through McConkey • Johnston international:

- **Donor research** focusing on current donor profiles, lapsed donor studies and potential donor identification.
- **Donor Value Mapping®** - a proprietary research tool specially designed to uncover important facts about your major donors to help you manage effective relationships within a comprehensive fundraising strategy.
- **Image and awareness** research to help non-profits understand how their mission, core values and activities are perceived by present and potential supporters.
- **Concept and copy testing** to help non-profits generate interest and financial support from younger donors and other groups.

During these last 25 years **McConkey • Johnston international** consultants have helped hundreds of non-profits in the United States, Canada, Europe and Australia to raise funds, develop strategies for growth and promote best practices.

Strategic Leadership:

Enabling leaders to navigate the deep sea of change and chart a new course for their organisations

Great explorers of history often charted a course through unexplored territories with the help of guides and scouts. Today leaders of non-profits can navigate the sea of change and chart new courses for their organisations with help from **McConkey • Johnston international** consultants. Our strategic leadership services include:

- **Leadership programmes** focusing on bringing about collaborative change through Future Search visioning workshops, strategic Board and Management Team away days and much more.
- **Executive coaching and leadership development** to achieve a renewed sense of identity and purpose and result in deeper wisdom, influence and leadership effectiveness.
- **Team building and community development** offering cutting-edge technology to help organisations develop effective virtual teamwork and connect leaders working from different locations across the world.

Training and Resources:

Equipping CEO's, fundraisers and church leaders with leading knowledge on leadership, fundraising tools and biblical stewardship

Developing people to their full potential and encouraging non-profits to become learning organisations are key aspects of our involvement with our clients. To facilitate practical learning **McConkey • Johnston international** offers a variety of training opportunities including:

- **Bespoke training programmes** tailored to help leaders and staff of organisations to work together in finding ways to respond to their unique challenges.
- **Re-discovering Biblical Stewardship** education programmes to help churches and Christian non-profits to promote the growth of individuals as Christian stewards.
- **One day workshops** offering the latest thinking on models of leadership, best practice in fundraising and marketing and analysis of giving trends in the United Kingdom.
- **Monthly e-briefings and white papers** to provide fresh thinking and new perspectives on a wide range of topics. To sign up for e-briefings or view our white papers please visit: www.mcconkey-johnston.co.uk

"In 2007 Redina Kolaneci of MJI UK assisted us by conducting a review of our fundraising plan and materials. We were extremely impressed by her expertise, the thorough nature of the review, and her incisive assessment of how we needed to improve. She gave us specific and tangible actions which we have already benefited from."

Matt Summerfield
CEO, Urban Saints



Recent clients include:

Fundraising & Communications

London Institute for Contemporary Christianity

Business Professional Networks, Switzerland

Feed the Minds

redthread

Initiatives of Change UK

Derek Prince Ministries UK

Bespoke Training Workshops

Arab World Ministries

Church Missionary Society, Australia

European Christian Mission

Crown Financial Ministries, Australia

The Evangelical Alliance of the Czech Republic

Helping Non-profits Find Their Way and Chart Their Course...

If you would like a free exploratory discussion about how **McConkey • Johnston international** could help your organisation to effectively pursue your vision please get in touch with us to arrange a meeting by calling:

Redina Kolaneci on: 0777 558 2696 or email: redina@mcconkey-johnston.co.uk

Please include in your communications the types of services we offer that are of interest to you. Thank you.

Consulting services available through McConkey • Johnston international:

Fundraising Management

- Strategic review of fundraising & communications
- Developing a comprehensive fundraising strategy.....
- Developing a major donor programme
- Designing and implementing donor upgrading strategies
- Researching and designing a legacy programme
- Direct mail appeal packages
- Designing and running a capital campaign

Market Research

- Present and potential donor profiling research
- Lapsed donors research
- Donor Value Mapping® research
- Brand loyalty testing and advertising awareness impact
- Organisational awareness and image research
- New concepts and copy testing

Strategic Leadership

- Future Search (organisational visioning workshops).....
- Executive coaching and mentoring
- Board and Management team strategic away days
- Building peak performance teams

Training and Resources

- Bespoke training programmes on fundraising and marketing
- Bespoke leadership training programmes
- Re-discovering Biblical Stewardship programme

