

# CAMPAIGNS THAT MAKE AN IMPACT



**AMPERAGE**  
MARKETING & FUNDRAISING  
MOVE THE NEEDLE

We focus on fundraising so you  
can focus on making a difference.

# WE BELIEVE IN DOING WORK THAT POSITIVELY

## IMPACTS PEOPLE'S LIVES IN SIGNIFICANT WAYS.

That's the energy that drives our performance, and that's why we specialize in fundraising.

Our team of fundraising advisers has provided feasibility study assistance and campaign counsel to more than 100 mission-driven organizations, raising millions of dollars for nonprofits around the country. A great majority of campaigns under AMPERAGE's direction substantially exceed their goals.

We don't limit you to a number of contracted days. We'll be your partner throughout the process until a successful conclusion is in sight.

We tell your story to connect you with your donors and motivate them to respond. Our mission – and branding line – is **MOVE THE NEEDLE**.



**KOSSUTH REGIONAL  
HEALTH CENTER**  
\$1.6 million

“ We appreciated AMPERAGE's expertise throughout the campaign. They provided excellent direction in keeping us on task and the campaign video they produced was very effective.

Nancy Grandgenett-Besch, Foundation Director,  
Kossuth Regional Health Center

## HOW WE MOVE THE NEEDLE FOR YOU.

### FEASIBILITY STUDIES

Sound campaigns with a goal of \$500,000 or more begin with a feasibility study.

### PRE-CAMPAIGN PREPARATION

AMPERAGE will be your partner as you ready yourself for the challenges of a fundraising campaign.

- » Campaign name and logo creation
- » Case statement, video and campaign material development
- » Public relations strategy development and implementation
- » Leadership and volunteer recruitment and training
- » Donor recognition structure and stewardship opportunity development
- » Donor research, prospect rating and review procedure development

### MEASUREMENTS OF SUCCESS™

Our proven benchmarking system provides an instantaneous method of measuring your progress, permitting us to make adjustments throughout your campaign and ensure it remains on the fast track to reaching your goal.

### POST-CAMPAIGN ANALYSIS

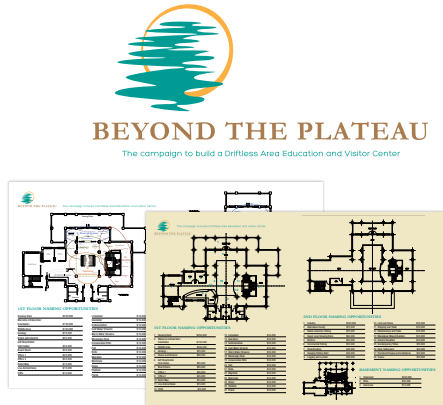
AMPERAGE will take you through a detailed post-campaign exercise from which we will create a valuable document for your future fundraising endeavors.

### DREAMS TURN TO REALITY

Capital and endowment campaigns that follow and employ AMPERAGE recommendations have a 100% success rate.

# OUR WORK

**MORE THAN 100** Feasibility Studies Conducted  
**OVER 60** Capital & Endowment Campaigns Successfully Completed  
**3 KRESGE** Grants & **8 CAT/ENHANCE IOWA** Grants Secured



**ALLAMAKEE COUNTY CONSERVATION FOUNDATION**  
**\$3.6 million**

Video Link - <https://youtu.be/GAJZObxjUQE>



**JOLIET AREA COMMUNITY HOSPICE**  
**Campaign 1 \$4.1 million & Campaign 2 \$3.6 million**

Video Link - <https://youtu.be/U04iH1z3cuU>



**CEDAR RAPIDS PUBLIC LIBRARY**  
**\$7.2 million**

Video Link - <https://youtu.be/b0XT6n2wvf4>

“The creativity and know-how that AMPERAGE brought to this historic project helped the library shine in our community. It has been a joy to work with such a competent team of professionals. Katie Geiken, Former Executive Director, Cedar Rapids Public Library Foundation



**JENNIFER RUBEL**

Director of Fundraising  
319.321.6049  
JRubel  
@AMPERAGEfundraising.com



**HEATHER BREMER-MILLER, MA**

Regional Fundraising Adviser  
319.268.9151  
HBremer-Miller  
@AMPERAGEfundraising.com



**MELISSA PENCE, MSL, CFRE**

Regional Fundraising Adviser  
319.731.2716  
MPence  
@AMPERAGEfundraising.com

**CEDAR FALLS**  
319.268.9151

**CEDAR RAPIDS**  
319.298.0242

**WAUSAU**  
715.845.2382

With AMPERAGE, you get an in-house team of fundraising advisers, researchers, writers, designers, social media strategists, web developers and video producers working together to electrify your campaign.

**FUNDRAISING CONSULTATION**

- » Feasibility Studies
- » Annual Drives
- » Capital/Endowment Campaigns
- » Specialized Constituent Fundraising (graduating seniors, reunion classes, parents, etc.)
- » Strategic Planning
- » Development Audits
- » Direct Mail
- » Fundraising by Phone
- » Volunteer/Board Training and Development
- » Crowdfunding

**BRANDING & MARKETING**

- » Logo/Identity Development
- » Video/Audio Production
- » Research
- » Media Placement/Scheduling/Long-range Planning
- » Commercial/Newspaper/Magazine Ad Production
- » Animation
- » Marketing and Communication Audits

**WEB DEVELOPMENT & PRODUCTS**

- » Website Design and Programming
- » Online Giving
- » Social Media
- » Streaming Video
- » Donation Generator® Web-based Donor Software
- » Email Generator™ Email Distribution Software
- » Mobile Apps

**PUBLIC RELATIONS**

- » Special Events
- » News Releases/Media Relations
- » Informational/Educational Brochures
- » Crisis Communications
- » Newsletters