



Wright Collective, LLC
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May 5, 2023

Mr. Allen Ward
Purchasing Agent
City Hall
27 Pine Street
Lewiston, ME 04240

Dear Mr. Ward and Selection Review Committee,

Wright Collective is excited to submit this response to the Lewiston Public Library Capital Campaign Services RFP. As a Maine-based organization, it would be an honor to work alongside the Board of Trustees, Library Staff and members of the City of Lewiston for Development Assistance for a Capital Campaign to support the Children's Department Renovations and Improvements.

As experienced fundraisers and philanthropic advisors, we work intentionally to bring all stakeholders together to create trust-based, long-term partnerships. In our core curriculum, The Abundance Framework, we challenge our sector to evolve and unapologetically support nonprofit professionals, movement leaders, and philanthropists of all kinds and ages.

The Wright Collective has deep experience with Lewiston and Maine-based nonprofits and funders. We are well versed in the specific demographic makeup of this state along with creative ideas on how to tap interested resources outside of the state that may be interested. Wright Collective ran the only capital campaign to launch during the pandemic in the Lewiston area, starting in 2020, for Safe Voices, a domestic violence resource center. This campaign secured the organization \$1.3MIL in capital funds within an 18 month period. We know how to fundraise effectively in any landscape, at any time.

We look forward to learning more about how Wright Collective can work with the Lewiston Public Library and the City of Lewiston in assisting you to raise the funds necessary to support the growing needs of the Library and the families and children you serve.

Sincerely,

A handwritten signature in black ink, appearing to read 'Alyssa Wright', with a large loop at the start and a horizontal line at the end.

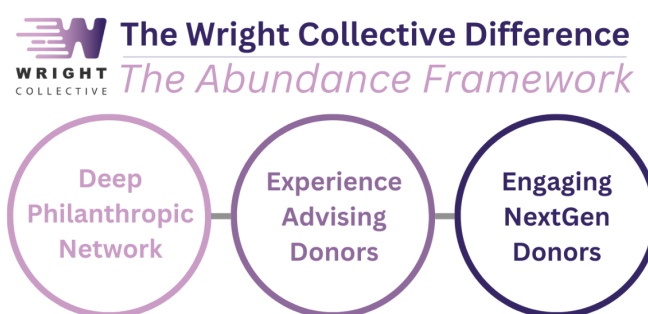
Alyssa Wright, CEO
Wright Collective

About Wright Collective

As experienced fundraisers and philanthropic advisors, Wright Collective is an established global consulting firm focused on creating trust-based, long-term partnerships with nonprofits and funders.

Our organization strives to be more than a company - we are a community!

Partnering with clients all over the world, we help organizations and leaders shift from a scarcity mindset to an abundance mindset. The Wright Collective Team works with you to execute all scopes of work through our core curriculum, **The Abundance Framework**. This Framework, written by CEO Alyssa Wright, brings a fresh perspective to our work as philanthropic advisors. Our approach draws upon thoughtful and thorough cutting-edge, funding research conducted across ten different technologies and a deep understanding of local, national, and international trends in philanthropy.



Collectively, we bring together a deep network of local and international philanthropic organizations, experience advising donors on both sides of the table, and engagement of donors and their families. With every one of our partnerships, we seek to instill an abundance thought process utilizing data-driven donor research and craft tailored plans that address each of the four core components of a Culture of Philanthropy*. Throughout the process, we work with you to level-up the necessary skill sets and strategies your team needs to respond in an ever-changing philanthropic landscape.

Rooted in abundance thinking, our process shifts the mindsets of all key stakeholders not only to believe that they can access significant philanthropic dollars but to understand the importance of their role in becoming skillful fundraisers, storytellers, and conversationalists.

Tapping NextGen Donors

The greatest opportunity for new and long-term donor engagement is with the next generation of donors, high-net-worth individuals, and their families. Millennials, however, have a different approach to supporting missions they are passionate about. They require a greater level of involvement and consider donations investments across various racial, economic, gender, and social justice issues. The Wright Collective team has deep experience partnering with donors and organizations to craft win-win long-term relationships that creates real change in our communities and around the world.

Our Impact

60	\$60 Million	2,500+	48
Partnerships since 2016	Mobilized Since 2016	Board Members Trained	Worked in 48 Countries Globally
			

Our relationship with each client goes beyond our professional role - we become advocates and supporters, evangelizing for your work within our vast network of affluence and influence. We open up our networks and connections to ensure collaboration can thrive in the network of change makers we have built over our history.

*Gibson, Cynthia M., [BEYOND FUNDRAISING: WHAT DOES IT MEAN TO BUILD A CULTURE OF PHILANTHROPY?](#)

"Alyssa is one of the most brilliant strategists I have ever had the opportunity to work with. After one meeting with Alyssa, your entire vision changes. She has the ability to help her clients maximize every opportunity and make responsible decisions for the future. #HalfTheStory would not be where it is today without Alyssa. In fact, Alyssa's results driven approach helped #HalfTheStory build a completely new revenue stream. I would recommend Alyssa to any nonprofit or organization looking to make a larger impact"

-Larissa May, #HalfTheStory

Project Specifications:

Strategy Development

As stated in your RFP The City of Lewiston has challenged the library to raise an estimated \$250,000 to \$300,000 to complete the project. In order to raise the necessary amount we suggest the following process:

Phase I: Review, Analysis and Planning (Approximately 2 months)

- Conduct review of current and past fundraising activities
 - Conduct focus groups (Number to be determined)
 - Overview of existing fundraising landscape and philanthropic trends
 - Review any previous work done by earlier consultants
 - Individual donor audit and analysis
 - Foundation partner audit and analysis
 - Prospect research

Phase I deliverables:

- Analysis Process & Report
 - Consultant to compile and synthesize data from interviews and focus groups
 - Consultant to analyze all current donor data and development systems
 - Consultant to review any work done by prior consultants
 - Consultant to provide objective development recommendations to the Executive Director and Board Chair, based on supporting documentation
- Prospect Research Process & Outreach Sheet
 - Consultant to research all prospective campaign donors from current networks as well as prospective campaign donors
 - Consultant to compile and synthesize data into outreach sheet for review
- Campaign Readiness Assessment
 - Consultant to compile and synthesize data from Development Audit and Analysis Report and Prospect Outreach Sheet
 - Consultant to present assessment to board/staff for review and decision making

Phase I Requirements: What is needed to get started on this phase:

- Any reports prepared by previous consultants
- Current communications strategy
- List of current funders
- List of prospective funders
- Budgets

Phase II: An Initial Campaign Plan and Training (10 months)

- Prepare for and design fundraising plan
 - Conduct (2) initial planning sessions integrating our findings from Phase I

- Conduct a Culture of Philanthropy board and staff training
- Draft a comprehensive working philanthropy & fundraising plan
 - Includes individual, foundation & corporate goals as determined
- Finalize prospect research, integrate into philanthropy & fundraising plan
- Campaign design
 - Case for Support materials, event structure & other materials as determined

Phase III: Campaign Co-implementation and Coaching (On-going)

Training/Coaching

During Phase I of the review process, we will conduct a skills assessment of the Campaign Committee Members and Volunteers so that we can tailor our Culture of Philanthropy board and staff training process to meet the needs of this campaign as well as future needs of the organization.

Culture of Philanthropy Training (5 hours)

This proposal includes a 5-hour training with the Board, key staff, and other stakeholders to instill a strong Culture of Philanthropy within the organization upon completion of the Donor Mobilization Plan and Case for Support. Exercises will be conducted to ensure Board, staff, and other stakeholders are all equipped to fundraise successfully on behalf of the Lewiston Public Library.

This training will be tailored to address the unique needs of the board and carry out the fundraising plan. and may include:

- Overview of existing fundraising landscape and philanthropic trends
- Donor Role-Play Scenarios
- Practicing Your Fundraising Pitch
- Understanding and Implementing the New Major Donor Structures
- Donor-Centrism in Communication and Messaging
- Resource Assessment and Allocation

Key Deliverables:

- Skill-building surrounding Case for Support engagement and solicitation
- Personal fundraising plans per attendee
- A clear understanding of the new Donor Mobilization Plan
- A clear understanding of the messaging and communications strategy, as connected to the Case for Support
- A resource sheet of all possible connections and collaborations for success

The four core components of a culture of philanthropy are:

- Mission Alignment & Integration
- Shared Responsibility for Development
- Fundraising as Engagement
- Strong Donor Relationships

The Culture of Philanthropy training will serve to support the crafting of successful fundraising pitches, enhanced engagement with current donor communities and strategizing to bring new resources of time, talent, and treasure to fund and fuel the mission.

Research

Research is fundamental to the Wright Collective Process and is led by Kim Fall, our Research Consultant. Our process includes the use of over 11 software databases and tools so that we can fully understand the potential giving opportunities within past, current, and potential donors.

As part of Phase I, we will complete an analysis of current, past and potential donors using technology along with our knowledge of donors within your region to provide the following:

- Comprehensive report on current donors and partners using iWave technology
- Prospective funder research organized in a comprehensive Prospect Well



“Wright Consulting Group took the time to understand the unique needs and aspirations of our work training emerging social impact leaders. I so appreciated WCG's emphasis on cultivating relationships and on precision in grant-writing: it has had concrete impact.”

-Sam Vaghar, Executive Director, Millennium Campus Network

Statement of Qualifications (SOQ): Resumes of Key Personnel

The proposed Wright Collective Team will consist of Alyssa Wright, Kimberly Fall, and Liz Delois. Below is the full team as other resources may be tapped as needs arise.



Alyssa Wright

CEO & Lead Consultant (She/Her)

P:(413)230-1896 E: alyssa@wrightcollective.co

Alyssa is the Founder/CEO of Wright Collective. A regular contributor to Forbes, Global Giving, and Network for Good, Alyssa is a powerful Millennial voice in the social change movement. With over a decade of experience in international philanthropy, Alyssa is an accomplished facilitator, consultant and coach who builds new revenue streams, shifts cultural perspectives and inspires people to believe that change is possible no matter what.

A member of and co-conspirator within several philanthropic collectives, including Resource Generation and New England International Donors, Alyssa brings her both personal and professional experience as a human rights activist and former beneficiary of social programs herself. She is an aspiring white ally to her colleagues of color in philanthropy and fundraising and serves on the Allies in Action Committee for Women of Color in Fundraising and Philanthropy.

Alyssa has trained over 50 boards, from Kenya to Kennebunkport, Maine to fulfill their mission. A 2017 TedX speaker, Alyssa speaks to motivate individuals and organizations alike, to become powerful agents of change. Connecting back to her passion for the arts, she spends her free time serving as the Board Chair of the Creative Action Institute, an internationally-recognized training center for social change leaders, and the Co-Founder of the Recovery Theatre, a youth-focussed theater collective that was launched in response to the Opioid Epidemic.



Kimberly Fall

Research Consultant (She/Her)

E: kim@wrightcollective.co

Kim serves as the Research Coordinator at Wright Collective. Kim developed her interest in research after completing her Masters Degree in Library and Information Science in 2009. Since then, she has honed her research skills by providing information to numerous nonprofit organizations working both in the U.S. and abroad. She is a passionate advocate and delves deeply to uncover relevant and timely intelligence to help propel organizations to reach their goals.

In addition to her research, Kim has volunteered with a variety of organizations in Idaho. These organizations include Riverstone International School, Saint Alphonsus Regional Medical Center, Family Advocates, Parents Anonymous, BabySteps and the Women's and Children's Alliance to name a few. She is also a member of the Idaho Women's Charitable Foundation, an organization that pools resources and individual giving to positively impact the community.



Alison Yoder

Grantwriting & Development Consultant (She/Her)

alison@wrightcollective.co

Alison has been working in the non-profit sector since 2005, beginning her career grant writing in San Francisco. A modern dancer who wanted to support the arts beyond the creation of art, Alison helped secure vital institutional funds for performing arts organizations in the SF Bay Area. Over the next eight years she broadened her scope and fundraising skills by working with a restorative justice program for youth, a legal aid organization, and a free health clinic. Moving to Boston in 2013, Alison is truly

enjoying this new journey as a development consultant. Along with Wright Collective, she has worked with the Red Cross of Massachusetts, The Philanthropy Connection in Cambridge, MA, and Legal Services for Children in San Francisco.



Liz DeLois

Philanthropy Consultant (She/Her)

Liz@wrightcollective.co

Liz DeLois is a philanthropy strategist with 20 years of experience driving social impact through strategic partnerships with major donors, corporations and foundations. Her work in resource development has spanned a diverse set of organizations in the fields of international development and human rights, healthcare, the arts and more.

Prior to joining the Wright Collective as an independent consultant in 2023, Liz was a Senior Philanthropy Officer for Major Gifts at CARE, a leading global humanitarian organization, where she oversaw the portfolio of individual and institutional funders in New England. In her five years with CARE, Liz catalyzed \$20M of philanthropic funding for global economic development, climate justice and women's rights, and in response to humanitarian crises in over 100 countries. An adamant believer in the power of change through resource mobilization, Liz

worked closely with C-suite leaders, high-networth philanthropists, Board members and community stakeholders to drive sustainable impact at scale.

Previously, Liz oversaw the East Coast major gifts team at American Jewish World Service, where she designed new fundraising programs, co-led international donor engagement tours with the CEO, and grew the major gifts portfolio by 30% year over year. Additionally, her work with the institutional giving team culminated in a \$15M+ partnership for a brand-new program combating child marriage in India. Liz also had the privilege of raising funds for the San Francisco-based organizations Center for Justice and Accountability and the Institute on Aging.

She holds a Bachelor's degree from The Colorado College and lives with her family on the Coast of Maine.



Andrea Southard

Operations Specialist (She/Her)

info@wrightcollective.co

Passionate about helping people, Andrea has dedicated her life to improving operations within many different organizations. At the Wright Collective, she swiftly manages all things administrative so that we can focus on delivering the highest level of client service to the philanthropic community.

As a dedicated human resources professional, Andrea has worked in organizations of all shapes and sizes including technology firms, professional services and nonprofit organizations. She finds joy in reducing administrative burdens which allows her team to double-down on client engagements and needs. To say Andrea is meticulous, is an understatement. However, it is her unique worldly perspective that continues to help the Wright Collective shine and flourish.

Andrea's passion for helping people is one that has been passed down from generations of Armenian Women and their volunteering and charitable efforts. Her quiet, but impressive impact is found in many organizations such as the Armenian Women's Welfare Association, the Armenian Nursing and Rehabilitation Center or in her tenure as the President of the Friends of the Library in Hooksett NH.

Past experience within the Past 5 Years

Wright Collective is proud to work with our clients to meet their short and long-term goals. Some of our recent success stories are:

- Help establish a young philanthropists' giving circle for a statewide coalition and advocacy organization working to change the way society views and reacts to sexual and domestic violence
- Effectively engage and fund the next generation of student entrepreneurs on college campuses throughout the globe
- Drill more clean water wells and create sustainable agricultural practices in drought-ridden Senegal
- Give more primary school students a voice for social justice through art therapy thereby becoming leaders around local community issues

Below are Wright Collective Client References from the past five (5) years:

Neighborhood Birth Center

Nashira Baril
Project Director
Boston, MA
nashira@neighborhoodbirthcenter.org

Curtis Memorial Library

Joyce Fehl
Development and Marketing Manager
Brunswick, Maine
jfehl@curtislibrary.com

Safe Voices

Elise M. Johansen
Executive Director
Auburn, ME
ejohansen@safevoices.org

“Alyssa is a dynamic, thoughtful coach who has a uniquely effective view of philanthropy and helping organizations work well. She approached all of our work with passion and deep thoughtfulness -- she really knew the nuances of our issue focus, as well as the challenges we face in fundraising. Her spirit, wisdom, and ability to help us come up with concrete plans at a critical time for our organization was incredibly helpful. Could not recommend her more!”

-Ali Safran, Former Founding Director, Surviving in Numbers

Representative Listing of Clients

Additionally, our firm has direct experience advising organizations throughout the world. Here is a representative listing of clients.

- Abundant Birth Project
- Access Reproductive Justice
- Birth Center Equity (BCE)
- Birth Detroit
- Cobscook Institute
- Commonsense Childbirth
- Continuum Arts Collective (CAC)
- Create
- FYA Community Studios
- For Kids Only
- Girl Rising
- Half the Story
- Herbal Classroom
- Ipas
- Jane Doe Inc.
- Karuna Center For Peacebuilding
- Maine People's Alliance
- Maine Philanthropic Center
- Massachusetts Community Foundations Partnership
- Neighborhood Birth Center
- NH Art Association
- Network for Good
- Rain4Sahara
- Scientific Adventures for Girls
- SNPP Neuroscience Project
- Take The Lead
- The Birthing Place
- The Boston Foundation
- Tree Sisters
- Through The Trees
- Top Notch Scholars
- Volunteer NH
- WAM Theatre Company
- Western MA Consortium
- Wild Seed Project
- WISER International
- Women Forward International
- Women's Global Education Project

Statement of availability and location of key personnel

Upon signed agreement, you will be assigned a lead consultant who will act as your key contact to ensure ease and clarity of all communications. This lead will work with you to set up an engagement kickoff meeting between key members of your organization and the necessary members of the Wright Collective team.

During this engagement you will have an hourly check in meeting which will take place every other week, to keep you updated on the project's status and any opportunities that may arise. In addition to keeping your team informed, this meeting is also a chance for you to have any questions answered. Your Wright Collective lead will act as the liaison between the Wright Collective team and your organization to ensure that your needs and questions are being met in a timely fashion. Each phase of the project will conclude with a presentation outlining our findings, potential opportunities and strategies for next steps.

Andrea Southard, Wright Collective Operations Specialist, is always available for all administrative and invoicing questions.

Additional Resources: Select Recordings and Publications

MaineBiz

- [Find and Engage the Next Generation of Donors in Maine](#)

TEDx

- [Feeling Powerless? Claim Your Philanthropy](#)

Network for Good:

- [Gearing Up for Fall Fundraising Success](#)
- [Going Beyond the Gala: Alternative Event Fundraising Ideas](#)
- [Thanking Your Donors: How to Use Technology to Show Gratitude](#)

Forbes:

- [Move Over Bill Gates, Everyday People Are Becoming Philanthropists Too](#)

GlobalGiving:

- [3 Tactics To Shift Your Nonprofit From Scarcity To Abundance Mindset](#)
- [How To Get Your Board Excited About Year-End Fundraising](#)

GlobalGiving:

- [3 Tactics To Shift Your Nonprofit From Scarcity To Abundance Mindset](#)
- [How To Get Your Board Excited About Year-End Fundraising](#)

Marketing For The Modern Nonprofit

- [Nonprofit Nation: Engaging Millennials to Raise Big Money with Alyssa Wright](#)

“Alyssa is one of the most brilliant strategists I have ever had the opportunity to work with. After one meeting with Alyssa, your entire vision changes. She has the ability to help her clients maximize every opportunity and make responsible decisions for the future. #HalfTheStory would not be where it is today without Alyssa. In fact, Alyssa's results driven approach helped #HalfTheStory build a completely new revenue stream. I would recommend Alyssa to any nonprofit or organization looking to make a larger impact”

-Larissa May, #HalfTheStory