

Fundraising Well delivers **coaching and consulting services to nonprofit organizations**, their staff, boards and funders, transforming revenue generation and impact outcomes to strengthen some of the most crucial causes and programs that serve and shape our society. With our 25+ years of experience partnering with some of the world's most prolific organizations and philanthropists, we've helped thousands of nonprofit board directors, executives, and professionals build their competency, comfort, and confidence in fundraising to achieve milestone successes like:

- Over 1000% growth in individual giving
- 100% board giving and participation in fundraising
- 200% increase in revenue
- 18% increase in staff retention
- Improved morale and cross-team collaboration

## CORE COMPETENCIES

- Revenue Strategy & Advisory Services
- Fundraising Coaching & Performance Management
- Team Training & Facilitation
- Board Development Workshops
- Leadership Development & Talent Mapping
- Personal and Group Coaching

## DIFFERENTIATORS

- 25+ years of experience
- Capacity builders, transforming teams and revenue goals
- Preferred provider for NYC Small Business Services

## CLIENT SUCCESS HIGHLIGHTS



Coached CEO on lobbying for government funding; resulted in a \$900,000 win from US Senators & produced inaugural Women's Leadership Breakfast.



Coached country leaders & fundraising staff in the US, UK, Canada, Australia & built major gifts program; achieved historic \$120,000,000 raised worldwide.



Coached CEO, Board & Staff on building alumni engagement; resulted in reaching 52% alumni giving.



Advisory services to generate funds for historic SCOTUS case, *US v Windsor*; raised \$2,500,000.



Coached CEO, CDO and development team; trained Board in governance & fundraising participation; and advisory services to design stewardship plan.

## COMPANY DATA

- Established 2015
- 2 FTEs & 9 Project Consultants
- 124 Organizations Served
- 4,000+ Individuals Reached
- \$350,000,000+ Raised

## ACCREDITATIONS

- LGBT Business Enterprise
- Small Business Enterprise
- CFRE®: Certified Fundraising Executive
- BoardSource® Certified Board Consultant

## NAICS CODES

**541611** Administrative & General Management Consulting

**561499** All Other Business Support Services

**611430** Professional & Management Development Training

**541613** Marketing Consulting Services

DUNS number: 05-278-2998

EIN number: 47-5505360

*"It was transformational for the BBBS of NYC revenue teams, during a time of great transition, to have Kerry's expertise informing, shaping, and guiding how we navigated uncertain times."*

**ALICIA D. GUEVARA**

CEO, America Needs You  
Former CEO, Big Brothers Big Sisters of NYC



**Kerry P. Watterson**  
Chief Impact Officer  
(he, him)



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