

TARGETED CAMPAIGN STRATEGY & EXECUTION  
CASE FOR SUPPORT & HIGH-LEVEL MESSAGING  
PRINCIPAL GIFT PROSPECT IDENTIFICATION & PRIORITIZATION

### Impact Engine: Principal Gift Focus

Bridge the gap between current state and future vision with immediate actions to yield short-term gains.

# THE PGS WAY

S U C C E S S T O D A Y . A N D T O M O R R O W .

The PGS Way recognizes that long-term success and short-term results are not mutually exclusive. We blend vision and planning with immediate emphasis on Principal Gift execution and outcomes. The PGS Way addresses your needs holistically and provides a tailored path to maximize fundraising success.



FUNDRAISING

COMMUNICATIONS

OPERATIONS

### Strategic Momentum: Program Development & Sustainability

Develop a robust advancement program plan to maximize productivity and sustained success.

FEASIBILITY AUDIT & PROGRAM DISCOVERY  
COMMUNICATIONS AUDIT & DEVCOMM PLAN  
COMPREHENSIVE ADVANCEMENT STRATEGIC PLAN