

"Without counsel, plans go awry, but in the multitude of counselors, they are established."
Proverbs 15:22

OINOS helps nonprofit organizations, including colleges, universities, schools, cultural, and faith-based communities realize their fundraising goals through robust strategic planning. For over 10 years OINOS has been an innovative leader in counseling clients in fundraising fundamentals such as major gift strategies, planned giving, capital campaign planning and management, communications, and prospect research.

STRATEGIC PLANNING

Sustainable fundraising growth requires the alignment and effective management of all business processes. OINOS applies a holistic approach to help clients identify and prioritize strategic goals and implement tactics to achieve them. Appropriate fundraising principles are applied to drive ongoing operational excellence.

OINOS has built its company's reputation on a proprietary [Strategic Planning Model \(A.D.V.N.C.\)](#) that helps organizations align their fundraising goals to their strategic aspirations. The process includes:

1. Assessment and revitalization of mission/vision,
2. Accurate identification of community needs,
3. Modeling of future scenarios,
4. Development of SMART goals,
5. Formulation of plans, strategies, and tactics,
6. Development/evaluation of implementation, human, capital, and financial resources,
7. Honest and progressive communication of outcomes.

STRATEGIC DONOR CULTIVATION

Strategic cultivation increases an organization's image, reputation, and priority with both current and future donors. OINOS Consulting has developed a unique [Strategic Cultivation Method](#) that is based on the Parable of the Sower (Matthew 13:1-12).

The strategy helps organizations assure future sustainability by reducing donor fatigue by cultivating long-term strategic-minded donors.

The OINOS Cultivation process includes eight interrelated steps.

1. Servant: Classification of donors
2. Soil: Identification of donor personal values
3. Situation: Alignment of donor values with a nonprofit's mission/vision
4. Seed: Calculation of available resources
5. Scheme: Identification of most appropriate philanthropic tools/instruments
6. Start: Execution of Moves Management
7. Salutation: Celebration of fundraising impact
8. Supervise: Monitoring of on-going donor/institution relationship

MOVES MANAGEMENT

OINOS Consulting utilizes its own unique [Moves Management Model \(F.A.I.T.H.\)](#) to help organizations: (a) farm, (b) appraise, (c) integrate, (d) test, and (e) harvest the impact of current constituent relationships along the contribution – legacy gift continuum. When used in tandem with a strategic cultivation strategy, the F.A.I.T.H. paradigm nurtures an institutional culture of "living the vision," rather than "paying the bills."

GRANT PROPOSAL PROCESS

OINOS provides personalized training and guidance with locating, developing and writing grant proposals. Nonprofit organizations will learn how to successfully:

- Research and grant application process.
- Develop problem statement and solution.
- Locate funding sources.
- Write effective proposals.

PLANNED GIVING

OINOS is honored to be a certified representative of [Thompson and Associates](#), a values-based charitable fundraising company that provides the highest quality estate planning services to nonprofit organizations and their strategic-minded donors and supporters.

The Thompson values-based process includes: (1) confidentiality, (2) value-based affinity, (3) net-worth estate appraisal, and (4) expert recommendations. Unlike the more transactional approaches that emphasize tax reduction and wealth-transfer strategies, Thompson's estate planning approach seeks to align a donor's (1) financial and relational needs/concerns for their spouse and heirs, (2) personal credo of life principles, (3) approximate net-worth, and (4) legacy aspirations.

Planned giving methods provide donors the ability to (1) make a gift, often larger than he or she thought possible, (2) enjoy the satisfaction of providing the means for an institution to fulfill its mission, (3) reduce gift/estate taxes, (4) reduce or avoid capital gains taxes, (5) pass assets on to family members at reduced tax costs, (6) increase income and effective rate of return, (7) possibly receive income for life, and (8) leave an impactful legacy without giving up assets.

The result of such a thoughtful and deliberate process is the execution of planned gifts strategies that are far less likely to be revoked in the future.

CAPITAL CAMPAIGN MANAGEMENT

A capital campaign is far too important to an entity's future to proceed thoughtlessly and risk that such an undertaking be scuttled by premature and/or ill-planned launch. OINOS Consulting suggests the implementation of an accurate scan of institutional factors that indicate the likelihood of "feasibility" prior to formally initiating any fundraising effort.

By conducting such a formative analysis, an organization may more prudently choose the appropriate tools, develop the necessary resources and, if required, make the necessary operational adjustments to assure that its campaign is not derailed.

The Ladder of Feasibility, developed by OINOS Consulting, advocates the necessity of evaluating six (6) interrelated components that can be used to help determine the "readiness level" of an institution contemplating the implementation of a capital campaign: (1) institutional leadership, (2) attitude of constituencies, (3) past/potential donor capacity and inclination, (4) details and particulars of the campaign's case, (5) fiscal condition of entity, and (6) contextual realities.

PERSONALITY-TYPE EVALUATION

Personality preferences – or Type ([Myers-Briggs Type Personality Inventory](#)) has been used for over half a century to accurately describe the dominant cognitive functions of individuals, teams, and organizations. By providing them with valuable insights concerning their Personality Type, OINOS helps its clients overcome management challenges by more fully developing a broader range of perspectives and skills.

OINOS is a Certified Practitioner of the following evaluative tools for organization and personality development. Assessments may be confidentially administered online.

Personality Inventory Tools

- Myers-Briggs Type Indicator
- Murphy-Meisgeier Type Indicator for Children
- Strong Interest Inventory Assessment
- Thomas-Kilmann Conflict Mode Instrument
- California Psychological 260 Inventory

Organizational Assessment Tools

- FIRO Business™ Assessment (FIRO-B)
- Kirkpatrick four levels of evaluation
- Klein Group Instrument (KGI)
- Parson-Marr Archetype Indicator (PMAI)
- Keep-Stop-Start- Process

FOR MORE INFORMATION

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