



HELPING YOU HELP OTHERS.

Brad Cecil &
ASSOCIATES

Fully Integrated Fundraising Solutions

HELPING YOU HELP OTHERS

Brad Cecil & Associates is a full-service fundraising agency devoted to helping your organization reach donors wherever they are. For 20 years we've helped foster relationships and impact communities in powerful ways.

We love the unique characteristics of each organization we're privileged to serve. That's why we take a completely custom approach to strategy. From direct response to digital strategy to capital campaigns and everything in between, we provide expert guidance to take your fundraising to the next level.

You're here to make a difference in the world — and we're here to help.

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ASSOCIATES



DIRECT RESPONSE

For a nonprofit organization, donors are everything. From new donor acquisition to deepening long-term relationships and complementing it all with online campaigns – connecting with your donors allows your organization to thrive.



DIRECT MAIL RENEWAL



NEWSLETTERS



DATA & ANALYTICS



NEW DONOR ACQUISITION



DIGITAL STRATEGY

Successful email, data-driven social media strategy, targeted digital display ads, dedicated landing pages and the effective use of Google Ad Grants are all important components of a strong, integrated fundraising strategy.



EMAIL



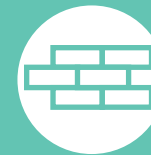
SOCIAL MEDIA



DIGITAL DISPLAY ADS



MOBILE OPTIMIZATION



CAPITAL CAMPAIGN

With more than \$100 million raised for capital campaign clients, our team is there to support you every step of the way. Our unique approach to capital campaign management gives you the freedom to focus on your mission and deepen donor relationships.



DONOR RESEARCH



FEASIBILITY STUDIES



CAMPAIGN MANAGEMENT



STRATEGIC COUNSEL

The ability to cultivate donors at every level of the giving pyramid is unique to our agency. Our dedicated team of professionals has the skill, experience and proven success to help our clients capture donors from \$5 to \$5 million.



MAJOR DONOR DEVELOPMENT

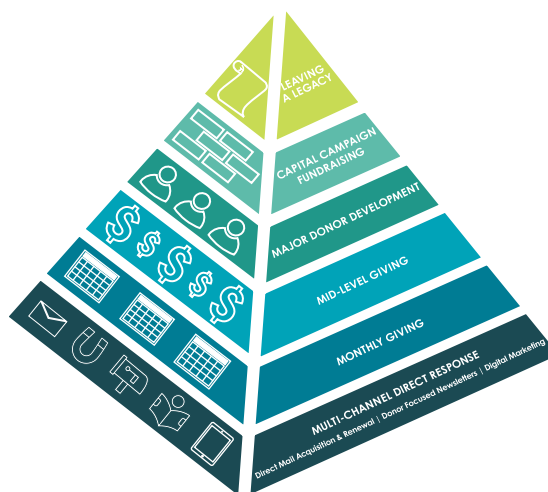


MARKET ANALYSIS



BOARD DEVELOPMENT

ANATOMY OF THE DONOR PYRAMID



A successful fundraising strategy is all about effectively integrating the right elements to cultivate faithful donors and achieve better, more sustainable results...at every level.

WE'RE HERE TO HELP.



CREATIVE

You need a positive image and a strong message to motivate people to action. From concept, to copy, to design, to production, our custom creative makes your organization shine. Best of all, it produces unmatched results.



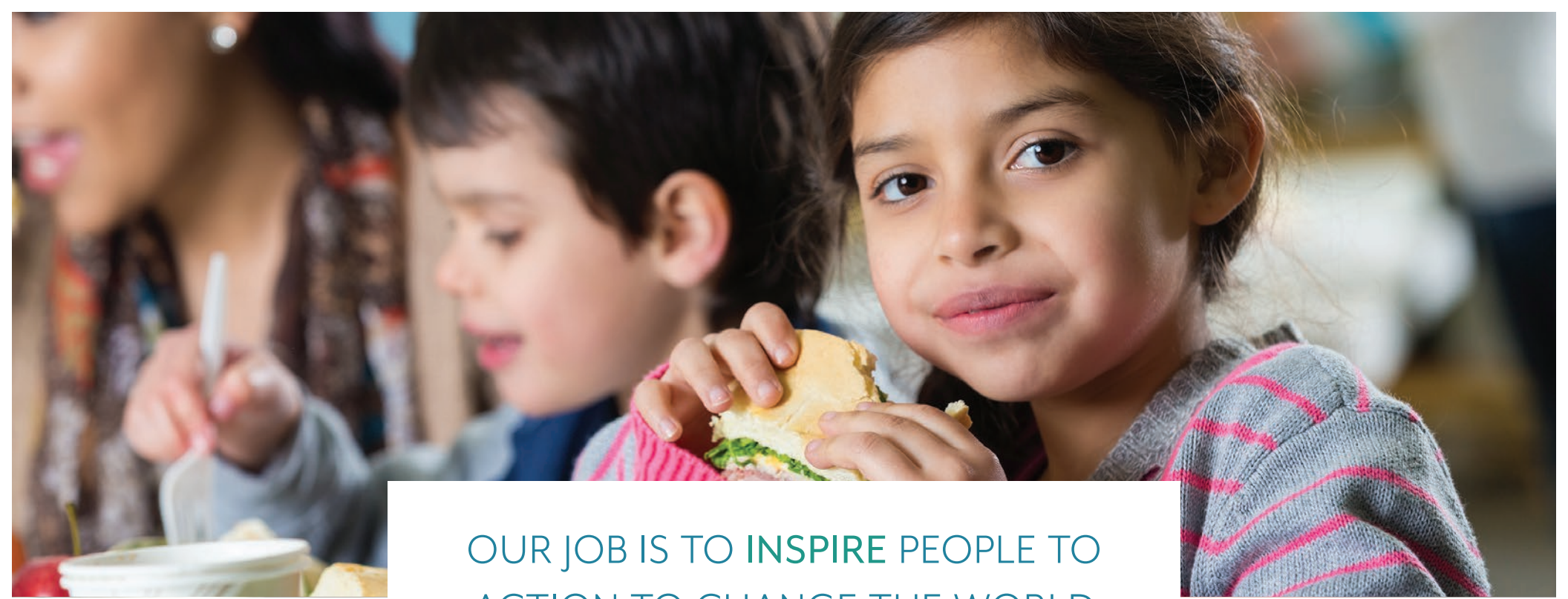
DESIGN



RESOURCE GATHERING



COPYWRITING



OUR JOB IS TO INSPIRE PEOPLE TO
ACTION TO CHANGE THE WORLD

— *Brad Cecil, President*

