

# BRAD CECIL & ASSOCIATES: WHO WE ARE

*The strength of any organization is its people. And by that measure, BCA is a powerhouse.*

It's our people who worked tirelessly to allow us to pivot within days of the start of the COVID-19 pandemic and completely rework an entire agency's worth of projects already well into the production process. Because of our people, we were able to have COVID-relevant appeals in mailboxes by the end of March 2020, and live emails out by March 20, 2020.



**Jason and Crysie conducting an interview at Food Bank of Northern Nevada on a recent trip.**

It's our people who connect on a personal level with people receiving food when we visit partner agencies and programs for our food bank clients. And those human connections translate into people-first, relevant, relationship-building fundraising messages that capture the hearts of donors.



It's our people who dig deep into our clients' data to find answers that many organizations aren't even able to find

themselves. And often, our custom analysis and reporting result in the identification of donors who can be cultivated for deeper investments.



It's our people who learn the missions, voices, values and brands of each of our clients and reflect them in every appeal, newsletter, email, social media post, ad and anything else we create.



It's our people who generate custom strategies for every client based on past outcomes, present realities and future goals. No two food bank programs look the same for our agency because we don't believe one size fits all.



It's our people who manage transformational capital campaigns with attention to every detail. From building a committee, to researching donors, to writing winning grants, to training volunteers in confidently making an ask, our people exceed every expectation and blow past goals by millions of dollars.

For nearly 25 years, we have been a leader in social service fundraising, and today, we are a premier partner in the Feeding America Network. We have served more than 30 Feeding America food banks, including some of the largest, with fully custom fundraising programs.

Our distinctive business model, flexibility and responsiveness set us apart. We are truly a full-service fundraising agency. We have the knowledge and skill to communicate with a donor on any level, from \$10 to \$10 million.

We are so much more than a “direct response vendor.” We will be partners with you and advocates for your donors. Using a people-first approach with respect for

all neighbors, we will make sure your donors clearly see how their generosity is changing lives in their own community, which inspires people to deepen their relationships with you even further.

We would love to discuss how we can support your mission together. For more information and resources, please visit our website at [cecilcommunication.com](http://cecilcommunication.com) or reach out to us directly at [info@cecilcommunication.com](mailto:info@cecilcommunication.com).

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