VALRUE ADVISORY

STRATEGY. REVENUE. LEADERSHIP.



ValRue Advisory partners with nonprofits, foundations, small to mid-size businesses, and mission-driven organizations navigating growth and the places where fundraising progress has stalled.

Whether that means inconsistent donor revenue, over-reliance on grants, underperforming fundraising events, or untapped corporate partnership opportunities, we help organizations move forward.

Through strategic counsel and customized solutions, we strengthen fundraising strategy, uncover overlooked revenue opportunities, and build clearer paths to sustainable growth, helping organizations meet their development goals and build a stronger foundation for long-term revenue.

WHO WE SERVE

- Nonprofits
- Foundations
- Small to mid-size businesses
- Corporate social impact teams
- Mission-driven leaders

Strongest fit: established organizations with operating budgets of $1M–$15M.

IF THAT SOUNDS LIKE YOU, LET'S TALK.

CORE CAPABILITIES

FUNDRAISING STRATEGY

Develop diversified fundraising strategies that strengthen donor revenue, grants, events, and corporate partnerships.

PARTNERSHIP DEVELOPMENT

Identify and activate corporate, civic, and community partnerships that generate revenue and expand organizational reach.

RELATIONSHIP INTELLIGENCE

Build the intentional relationships that open doors, deepen trust, and accelerate fundraising results.

BOARD ENGAGEMENT

Strengthen shared accountability so boards lead, advocate, and invest.

SOUND FAMILIAR?

Are you building a revenue strategy, or just working harder to hit this year's fundraising goal?

Are you creating new revenue opportunities, or relying on the same funders to give more?

When was the last time your organization changed its revenue strategy, not just its revenue goal?

Does your board understand its role in your revenue strategy?

Let's Talk Strategy

HOW WE WORK

Every engagement draws on the **ValRue Fundraising & Revenue Accelerator**, a proprietary methodology that moves organizations from assessment to sustainable growth through eight integrated stages.

VALRUE PRIVATE ADVISORY

Starting at $6,000/month

Customized strategic support for leaders and teams to strengthen fundraising and revenue growth through the ValRue Fundraising & Revenue Accelerator.

THE VALRUE DEVELOPMENT PLAYBOOK

Starting at $4,000

A customized, actionable fundraising plan informed by your data, materials, and goals, with a debrief presentation. Optional coaching and implementation support.

VALRUE MASTERCLASS

Fundraising & Revenue Strategy

A full-day learning experience with practical tools, peer discussion, and a focused 90-day action plan. *(First offering in development. Contact us to express interest.)*

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