

INSTITUTE FOR INTEGRATED TRANSITIONS



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Campaign Feasibility Study, Facilitation and Training, and Annual Giving Program

Formed in 2012 and influenced by the optimism and exigency that surrounded the Arab Spring movements, the Institute for Integrated Transitions (IFIT) guides states through the complications and challenges inherent to the negotiation process that occur during transitions from conflict to peace, from upheaval to stability, and from crisis to order.

IFIT's objective is to help bring about the individual and collective benefits of increased national stability, inclusiveness, and dynamism that arise from the increased cohesion and effectiveness of local and national policymakers and civil society leaders vis-à-vis the intended final beneficiaries (namely, affected populations).

From its headquarters in Barcelona and with a regional presence in Bogotá, IFIT nurtures and facilitates the creation of global and local networks of policymakers, experts, practitioners, and influential civil society members who work together to negotiate peace and reconciliation in conflict zones around the world. IFIT has established itself as the leading international NGO focused on the integration of policymaking in contexts of negotiation and transition in fragile and conflict-affected states. It serves as an independent and impartial platform for generating creative, realistic, and principled ideas with the aim of expanding the range of perceived options available to advance peace, transitional justice, and reconciliation.

The Institute's global team of experts currently includes 25 fulltime and part-time staff, 25 Board and International Advisory Council members, and an additional 150 expert-practitioners belonging to its purpose-built thematic practice groups and in-country brain trusts.

S. Sutton & Associates Inc. was enlisted in 2019 to conduct a Campaign Feasibility Study with the following deliverables:

- Organizational assessment of existing fundraising activities, structure, and opportunities for future development
- Back-office operations review to evaluate the capacity of IFIT to support fundraising initiatives and recommendations to enhance these efforts
- Growth analysis with strategic recommendations that include priority levels, associated timelines, and opportunities for revenue growth in the areas of restricted program and/or operating support, endowment, and keystone projects such as the treaty framework



- Donor and stewardship database review to determine opportunities for giving and engagement among current and future supporters, including evaluation of organizational partners in focus countries
- New prospect identification assistance to help identify new donors and potential campaign cabinet members
- Campaign Goal and Framework that encompassed the above findings and informed strategies and implementation for a large-scale capital campaign

Our subsequent project in 2020 built upon the Campaign Feasibility Study to:

- Develop facilitate a prospect screening survey with select IFIT leadership and volunteers.
- Develop a Case for Support.
- Conduct prospect research on individual, foundation, and corporate prospects.
- Work with IFIT leadership and volunteers to develop gift strategies for top prospects and provide training to engage and activate leadership and volunteers in a robust multi-channel institutional advancement enterprise.

Annual Giving Program

Our third successive project, initiated in fall 2020, was to develop an inaugural Annual Giving Program Plan followed by implementation, and concluding with an evaluation of initial efforts in terms of process and recommendations for a sustained and robust effort going forward.

Phase One: Development of Annual Giving Program Plan

- Reviewed current IFIT data collection efforts and Salesforce implementation
- Reviewed current materials related to mission, vision, programming
- Assessed institutional readiness
- Reviewed existing internal and external donor/prospect lists
- Sourced/developed additional prospect lists
- Applied select language from the Case for Support for the Annual Giving efforts
- Identified Annual Giving Program goals, strategies, and tactics to support IFIT's mission and vision and increase donor engagement
- Developed timeline with responsible parties
- Summarized all findings and recommendations in a comprehensive Annual Giving Program Plan



Phase Two: Implementation of the Annual Giving Program

- Developed Annual Giving engagement tactics and appeals
- Guided tactical execution
- Identified, sourced and coordinated with direct mail and/or digital engagement external vendors
- Advised regarding appropriate donor acknowledgement and recognition for retention
- Created direct mail and digital appeals per the Annual Giving Program Plan
- Successfully executed the Annual Giving Program
- Assured timely donor acknowledgement
- Assured appropriate donor recognition

Phase Three: Evaluation of Inaugural Effort, and Recommendations for a Sustained and Robust Effort Going Forward.

- Evaluated Annual Giving Program execution
- Summarized findings, based on inaugural results projected ROI for current strategies, recommended additional future strategies, suggestions for internal operations and outlined future sustainability directives and challenges

“S. Sutton & Associates Inc. is top notch in every way. They take the time to understand the exact needs of the client and then deliver outstanding value for service, both in terms of big-picture strategy and attention to small detail. We had three successive engagements with them and were impressed time and again by their expertise and professionalism. I couldn't recommend S. Sutton & Associates Inc. more highly.”

– Mark Freeman, Managing Director, Institute for Integrated Transitions

