

A New Vision...A New Beginning

Working Toward a Joint Development Vision



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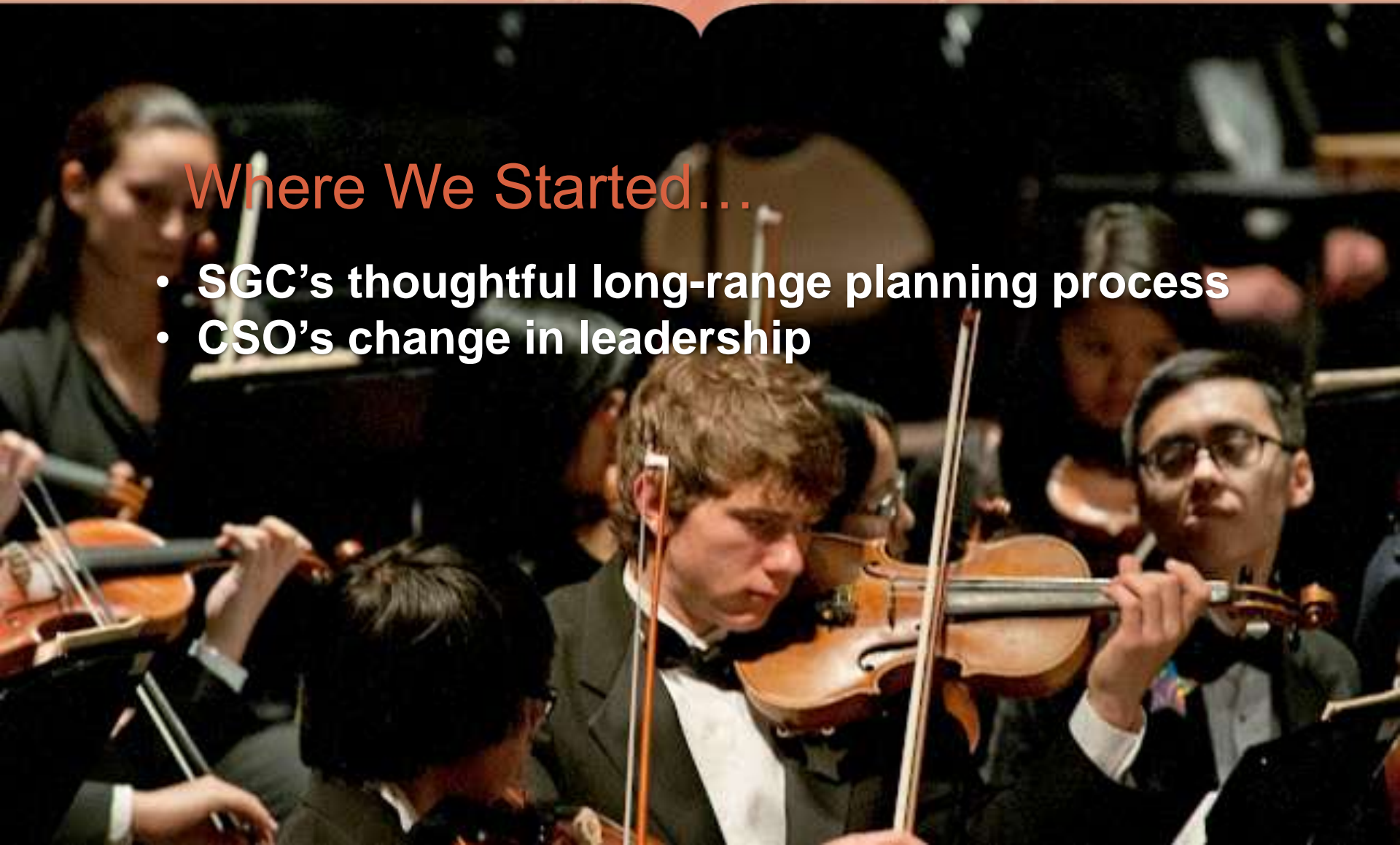
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President

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== CREATE, DEVELOP & PROMOTE ==

Where We Started...

- SGC's thoughtful long-range planning process
- CSO's change in leadership



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What We Knew...

The Guild needed a new signature fall fundraiser and new energy to fuel its fundraising future



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What We Realized...

Expertise of our development staff could support and strengthen SGC's volunteer efforts



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SOLD OUT

What We Must Remember...

SCC's Success = Success for the CSO

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What We Gain...

Kitchen Tour brings
new corporate
prospects to the
CSO Family



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Lessons Learned...

- Focus on the long term:
relationships over transactions
- **Communication is key to successful change**
- **Change takes time**

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What's Next...

- Rebuilding trust
- Reporting back to long range planning
- Replicating this approach for a second annual Guild fundraising event

