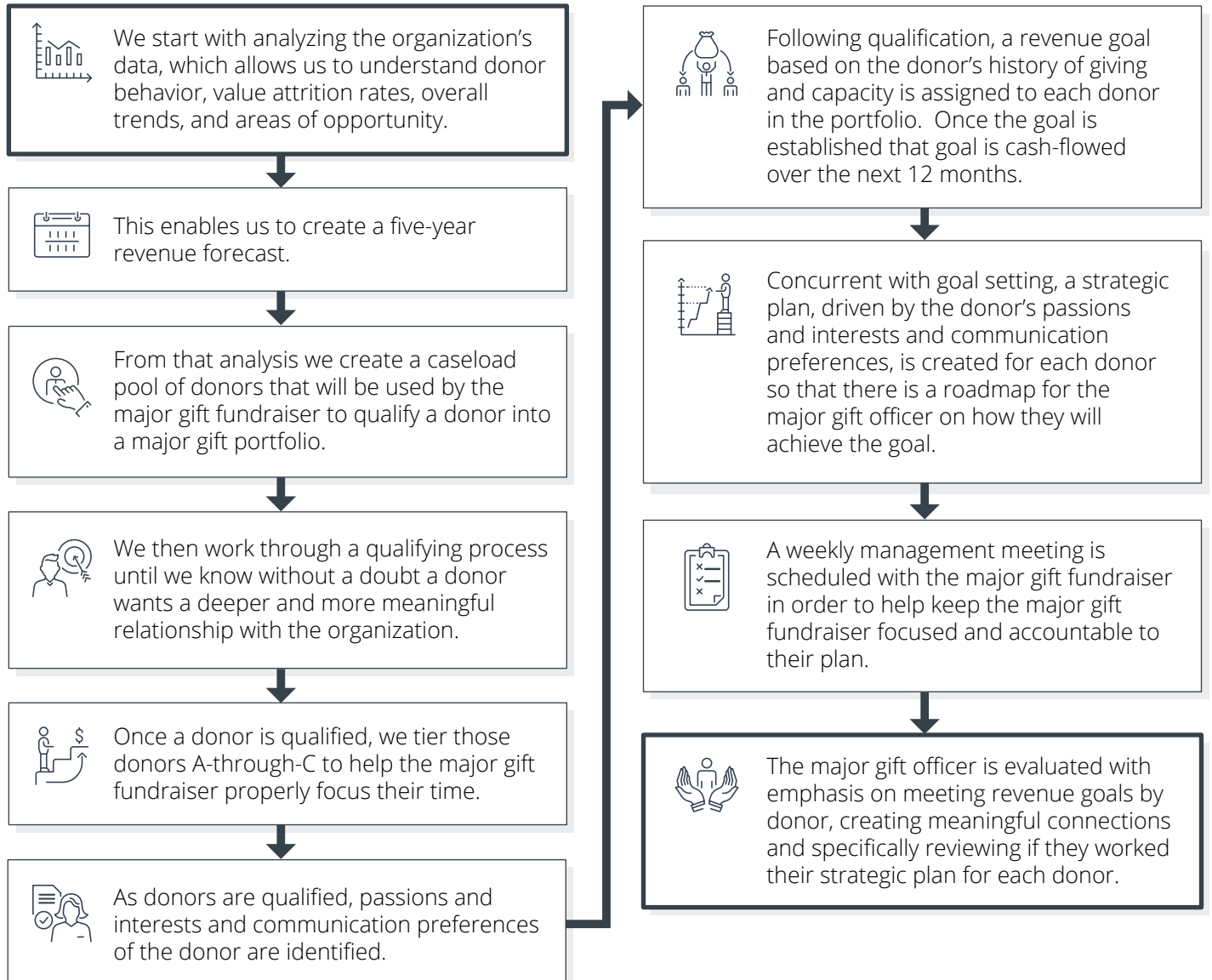


The Veritus Way



Our philosophical approach, with the last half of the major gift and planned giving pipeline, is for the fundraiser to focus on fulfilling the passions and interests of qualified caseload donors by building authentic relationships with those donors. The objective to building those relationships is to understand and serve a donor's passion and interests by matching those passions and interests to the organization's projects and programs. If this is successfully accomplished, the result will be a significant investment by the donor if that donor has the ability to do it.

Our practical approach that allows this to happen, is the following:



This is the Veritus Way. It honors the donor by gaining their trust through the building of a relationship so that the fundraiser truly understands how the donor wants to change the world (passion and interests, identification) through the mission of their organization. And, it honors the fundraiser by giving them a structure from which to work that allows them the freedom and time to actually build those authentic relationships. The result is net revenue growth that allows the organization to grow and carry out its mission.

