CAMPBELL & COMPANY

Tailored Capacity Building That Multiplies Impact

A proven model to strengthen nonprofit organizations, amplify fundraising success, and deepen funder-grantee trust.

The Opportunity

As the sector faces growing and complex challenges, capacity-building organizations such as community foundations and funder collaboratives are uniquely positioned to shape the long-term strength and sustainability of the nonprofit sector. You do more than distribute dollars. You serve as trusted conveners and strategic leaders within your communities.

Transformational change requires more than one-time grants. It calls for strategic investment in people, infrastructure, and relationships.

Amid increasingly heightened community needs and economic uncertainty, the role of funders as connectors, catalysts, and ecosystem-builders has never been more vital. C&C's targeted capacity building services strengthen individual nonprofits while also generating powerful insights for funders to invest more wisely, act more boldly, and lead with vision and impact.

Who is this for?

- Community Foundations
- Philanthropic collaboratives
- Capacity-building intermediaries
- Funders supporting nonprofit networks
- Federated organizations supporting local affiliates

If your organization seeks to:

- Invest more strategically in grantee capacity
- Build authentic, trust-based relationships
- Respond to sector-wide challenges
- Align your support with your values and vision

Our Solution

COHORT CAPACITY BUILDING

Campbell & Company partners with community foundations and capacity-builders to strengthen grantee fundraising capacity at the ground level—while providing funders with the broader insights needed to **identify patterns, align investments,** and **support long-term sector sustainability.**

The Boston Foundation
THE CHICAGO COMMUNITY TRUST AND AFFILIATES
CLEVELAND foundation
Greater Milwaukee FOUNDATION greater together
San Diego Foundation
SANTA BARBARA FOUNDATION
SEATTLE FOUNDATION
TIPPING POINT COMMUNITY

Our Model

A strategic, insight-driven framework to strengthen fundraising capacity, enhance funder-grantee relationships, guide smarter investment, and build sector-wide resilience.

Discovery | Targeted Consulting | Shared Learning | Strategic Insight

Our approach goes beyond generic technical assistance. We deliver a cohesive, data-informed model that meets nonprofits where they are and equips funders with strategic clarity. At the heart of this approach is a **Fundraising Opportunity Rubric**, a maturity model designed to assess the fundraising readiness and potential of nonprofits, both individually and as a cohort. This rubric enhances every step of the engagement, turning qualitative insights into actionable data and giving funders a clearer picture of how to support grantees more effectively.

1. DISCOVERY

A combined qualitative and data-driven process that uses interviews and our Fundraising Opportunity Rubric to assess grantee's fundraising capacity, needs, and potential. This approach builds trust, uncovers shared trends, and equips funders with a clear view of where strategic investment can drive the greatest impact.

2. TAILORED CONSULTING

Informed by discovery insights, we provide customized, hands-on support that addresses each grantee's specific fundraising needs—from case messaging and donor strategy to infrastructure, data, and board development. These engagements equip organizations with the tools to build sustainable, long-term fundraising success.

3. SHARED LEARNING

Drawing on trends from the rubric and discovery, we lead cohort-based trainings that address common challenges and foster peer connection. These sessions build both skills and community, strengthening collective fundraising capacity across grantees.

4. STRATEGIC INSIGHT

We synthesize qualitative and quantitative findings into a strategic insights deliverable that highlights trends, capacity gaps, and momentum areas across the cohort. These insights help funders align resources more effectively and strengthen the nonprofit ecosystem through informed, proactive support.

What success looks like

- Grantees leave with tangible tools they can use right away
- Funders gain clear, community-wide data to inform future investments
- The nonprofit sector becomes more resilient, collaborative, and sustainable

Why it works

- **Hyper-Relevant**
  Each organization receives what it actually needs
- **Data-Rich**
  Funders gain community-wide insights to guide future investments
- **Trust-Building**
  Grantees feel seen, supported, and respected
- **Ecosystem-Strengthening**
  Fosters collaboration and capacity across the nonprofit sector

Let's Partner!

We'd love to explore how this can help you support your grantees and your mission.

Contact us
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