

# Who is AAI?



**ADVANCEMENT**  
Associates

## *AAI services might be important to you...*

- if in these challenging times you want to clarify your organization's direction for the future.
- if you wish to engage your stakeholders as crucial partners in your mission.
- if you want to strengthen your advancement program and your fundraising program.
- if you would like to raise your census or enrollment.

**Building relationships.** Advancing your mission.

# Who is AAI?

Advancement Associates, Inc. (AAI) is the consulting agency for denominationally related organizations and congregations, offering a full range of advancement consultation services

- helping organizations to clarify who they are and what they want to become.
- guiding fundraising initiatives and capital campaigns.
- offering best-practice advice for systematic enrollment efforts.
- providing additional services to support your advancement efforts such as development, enrollment or communications audits; production of communications materials; strategic planning and market research.



Our team enjoys working with each other, we share the same values and commitment to good work. We are passionate about the success of nonprofit organizations. In our consultations we identify with “the whole” – that is, with vision,

mission, strategies and stakeholders. Each of us has many years of experience in the fields of our specialties.



*Consulting in*

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**Visioning**  
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**Fundraising**  
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**Capital Campaigns**  
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**Enrollment**  
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## A CASE STUDY

World Hunger Relief, Inc. (Waco, Texas) asked AAI for help in its advancement program. Rich Gerig, AAI principal, directed executives Dale Barron and Neil Rowe Miller in writing a one-year comprehensive development plan that included organizational goals and procedures, as well as the controls needed to make sure that all processes were carried out successfully en route to the reaching of the goals.

Since then World Hunger Relief's income increased by nearly 500%. “Rich has been wonderful,” says Barron. “He even helped me over my reticence to ask for donations.”

*Photos courtesy of AAI clients*



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