



1 BRIEF OVERVIEW

RNL's Annual Giving Assessment is designed to review Client's current annual giving strategies and identify opportunities to strengthen annual giving efforts.

2 SERVICES

- A. During the Term, RNL may provide Client with an Annual Giving Assessment, pursuant to an executed RNL Omnichannel SOW, which may include ("**Services**"),:
 - i. Advance review of Client Materials;
 - ii. Up to three (3) pre-visit conference calls;
 - iii. A one (1) day, on-site or remote visit to meet with key staff members chosen by Client and present findings, including historic performance, current state, areas of strength/opportunity, and recommendations; and
 - iv. An RNL 360 report to provide a high-level analysis of historic giving behaviors and trends.