

KATHY LYNCH HOSTETLER



HOSTETLER GROUP



Philanthropy Consultant
Certified 20+ years

ABOUT ME

Passionate about strengthening not-for-profit impact. Experienced partner in building programs for donor satisfaction, growth and sustainability. I grew up in a small town and have decades of urban work experience – East Coast and West Coast. Trained by some of the best.

Follow standards of the National Association of Charitable Gift Planners and the Association of Fund Raising Professionals' Code of Ethics.

PHILANTHROPY SERVICES

Evaluation & Planning

PERSONALIZED ROADMAP

- * Maturity Models to evaluate programs and create visual plan to grow sophistication
- * Packaging projects for branding and campaigns
- * Aligning fundraising with strategic planning
- * Work Plans (who, what, when, why, how)

Growing Donor Relationships

IMPROVING QUALITY

- * Donor Engagement Strategy Worksheets
- * Helping donors find their paths to joyful giving
- * Teaching teams how to move through roadblocks

“Kathy’s natural curiosity and masterful inquiry skills helped her understand our agency’s mission, culture, and vision for the future. She provided the right customizations and support we needed to launch a new program, which has performed beyond our expectations in its first year.”

LORI SLAUGHTER
Director of Development, Outside In

CONTACT

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INCLUDING

- Capital Campaigns
- Major & Planned Giving
- New Program Launch
- Evaluation & Coaching
- Donor Strategies & Asks
- Boards & Interim Staffing
- Tools, Templates & Metrics

TRUSTED APPROACH

Practical and Collaborative

FOCUS ON IMPLEMENTATION

Bringing the art and science of fundraising together, I focus on relationship building, problem solving, systems, Available on retainer, by project, and hourly.

Results-Oriented

\$100 MILLION RAISED

Thirty years' experience and strong track record of success in large multi-state enterprises and small start-ups.

“Kathy has been skillful in guiding our Board to meet its aggressive fundraising goals. She has organized us, trained us, and pushed us to achieve more than we ever thought we could. She has accomplished more working part-time for us than many would have working full-time. And to top it off, she is fun!”

SARAH NEWHALL
VP, Board of Directors
Friends of Hopewell House

MY PROMISE

- Just me – you get my experience, not a junior person.
- Our work together is personalized to your needs.
- My focus is on making long-lasting impact for your organization.

RECENT CLIENT PROJECTS

HEALTH CARE, SOCIAL SERVICE, GLOBAL RELIEF, ARTS

Launching Planned Giving Programs

PERSISTENCE

- * Results: \$4 million in expectancies: one year engagement as part of first capital campaign
- * Organization in transition; the team cycled through four lead staff on the project, and we persisted
- * Cross-trained annual and major giving staff on donor conversations, developed asks, marketing, dashboard
- * Developed planned giving brochure and direct mail materials for another client’s planned giving program launch

Establishing Fundraising Program With Nonprofit Start Up

STRATEGIC CREATIVITY & DOING IT ALL ON A SHOESTRING BUDGET

- * Results: 1,800+ donations and \$4 million raised in 20 months; \$2 million in pipeline
- * Donor engagement; 18 foundation grants awarded including \$500k from M.J. Murdock Charitable Trust
- * Communications: newsletter, press releases, web, talking points, tours; CRM setup, policies & procedures
- * Partnership and strategic planning with Board of Directors

Developing Major Gifts Programs

COACHING TOWARD CAPITAL CAMPAIGN

- * Coaching on donor strategies and first time meetings with donors, moves management for small nonprofit
- * Partnering with organizational leaders, vetting fundraising projects, case statement development

“Thanks to Kathy’s leadership and expertise, this year, we have secured 39 new planned gift commitments valued at \$4.62 million.”

TAMMY MESSINA
Director of Advancement
Medical Teams International

“Working with Hostetler Group was a joy- Kathy is thoughtful, efficient and an incredible wealth of knowledge and experience in philanthropy!

The Hostetler Group customized their services to our specific project needs which led to a more efficient process and use of our organization’s time, energy, and resources. We will definitely engage Kathy in future project.”

SHEILA CLOUGH
CEO, Mercy Flights

CLIENT PROJECTS

Capital Campaigns

PREPARATION AND LAUNCH

- * Campaign preparation, coaching and campaign execution for Oregon Repertory Singers’ first endowment campaign.
- * Coaching on campaign infrastructure and donor engagement for Deschutes Library Foundation’s first campaign.
- * Readiness assessment, infrastructure and systems development, development of major donor program, CEO, Board, and leadership engagement and coaching in preparation for Mammoth Hospital’s first capital campaign.

Start-Up and Capital Campaign for Friends of Hopewell House

STRATEGIC CREATIVITY & DOING IT ALL ON A SHOESTRING BUDGET

- * Two year engagement as only fundraiser working with Board of Directors and two contracted staff.
- * Established fundraising program and all aspects of organizational launch for Hopewell House to open the Portland Metro region’s only end-of-life residential care facility in 2023.
- * Capital Campaign results: 2,000+ donations and \$6 million raised in 24 months.
- * \$2.5 million from 23 foundation grants, including \$500k from M.J. Murdock Charitable Trust.
- * Communications: newsletter, press releases, web, talking points, tours; CRM setup, policies & procedures.

Interim Support

PROBLEM SOLVING

- * Served Cedar Sinai Park’s CEO as Philanthropy Consultant and interim Director of Advancement role as part of assessment and revamp of fundraising program during strategic planning. Work done in preparation of rebuilding philanthropy team following staff turnover and loss of Director of Advancement.
- * Served Albertina Kerr’s CEO with assessment, new organizational chart, reprioritizing development program functions (from special event heavy to building strategic relationships with individual donors and grants) to grow revenue following downsizing of staff during Covid and loss of Chief Development Officer.

“Kathy is a strategic professional with a profound understanding of organizational development. She cares deeply for the donors, colleagues, and community partners with whom she works.

She is generous, always finding time to mentor colleagues like me. She is open to feedback and doesn’t shy away from difficult conversations and projects.”

RACHEL GITNER
Director of Development
Serendipity Center Inc.