

Development System Design

Youth-Serving Nonprofit, Los Angeles

PORTFOLIO WORK SAMPLE

Liz Sahadi Smith

Collection

Enterprise Strategy & Systems Design

Engagement Type

Strategic Consulting Proposal, Competitive Bid

Client

Youth-Serving Nonprofit, Los Angeles

Submitted

October 2025

Proposed Timeline

Three to four months

Proposed Investment

\$35,000 fixed fee

How to Read This Piece

Work Submission

This is an original work submission: a competitive RFP response produced for a real engagement. It demonstrates the strategic architecture and systems design behind the scope. The work proves the thinking.

What This Shows

Multi-phase strategic scope design, fundraising campaign architecture, content systems, donor journey design, board training frameworks, CRM infrastructure and equity-centered communications.

Executive Summary

Youth-Serving Nonprofit Los Angeles is three weeks from Giving Tuesday with proven programs, compelling impact data, and a small team that needs infrastructure that works.

This proposal delivers a campaign-ready operating system.

What the organization gets:

Giving Tuesday / Year-End Campaign

Emails, social posts, direct mail, board toolkits and thank-you systems

12-Month Fundraising Plan

Actionable tactics, timeline and revenue projections based on actual capacity

CRM System Optimization

Five core reports, segmentation setup and staff training

Donor Journey Maps

Six segments: lapsed, first-time, sustainers, mid-level, major and corporate

Board & Staff Enablement

Confidence-building frameworks, not guilt

Weekly Reporting

KPI Dashboard throughout the engagement

Final Report & 90-Day Action Plan

So momentum outlasts the engagement

✔ The bottom line: The organization gets campaign-ready in three weeks, strategically grounded by month two, and operationally independent by month four.

Strategic Window — Why Timing Is Architecture

Organizations that win year-end fundraising do not simply send more emails. They use Giving Tuesday for reach and acquisition, then concentrate resources during the final 10 days of December when donor intent peaks. They build urgency early in the month and deploy matches and deadlines strategically through Dec. 31.



This proposal was engineered to slot into that window – not after it.

Fundraising Campaign Architecture



Donor Journey Maps — Six Segments

Segment	Strategic Priority
Lapsed donors	Re-engagement and reactivation
First-time donors	Retention and second-gift conversion
Sustainers	Upgrade and deepened engagement
Mid-level donors	Cultivation toward major gift consideration
Major donors	Stewardship and relational capital
Corporate donors	Partnership value alignment

Board and Staff Fundraising Enablement

The Structural Gap

Board members who feel uncertain about asking – and staff who have not been trained to support them – represent a structural gap, not a motivation problem.

What This Engagement Builds

This engagement builds the internal confidence architecture that makes fundraising sustainable after the engagement ends.

Includes role-specific training, clear ask frameworks, board call scripts and a coordination model for how staff and board operate together during peak campaign windows.

Reporting and Sustainability Design

Weekly KPI reporting throughout the engagement. Final Report and 90-Day Action Plan delivered at close – designed so any team member with no prior context can continue without starting over.

The measure of a well-architected engagement is whether the work runs after the consultant leaves. This one is built to.



Weekly KPI Reporting

Ongoing dashboard reporting throughout the full engagement period



Final Report

Comprehensive close-out document capturing all work, outcomes and learnings



90-Day Action Plan

Designed so any team member with no prior context can continue without starting over

Investment

📄 Fixed Fee, Not to Exceed: \$35,000

What Is Included	Detail
Giving Tuesday / Year-End Campaign	Full asset suite – emails, social, direct mail, board toolkits, thank-you systems
12-Month Fundraising Plan	Tactics, timeline, revenue projections
CRM Optimization	Five reports, segmentation, staff training
Donor Journey Maps	Six donor segments
Board and Staff Enablement	Training, scripts, confidence frameworks
Weekly KPI Reporting	Throughout engagement
Final Report and 90-Day Action Plan	Delivered at close

Payment Structure

50% — \$17,500

Upon contract execution

25% — \$8,750

Upon draft materials delivery

25% — \$8,750

Upon final deliverables

About Liz Sahadi Smith

Strategic communications executive with 25 years of experience architecting institutional narrative, governing AI-era brand reputation and building resilience infrastructure for organizations operating under high public scrutiny.

Narrative Arbitrage — Category Engineering

Engineered the climate-adaptive healthcare category to bypass political friction and generate \$18M in earned media value. The category was adopted by partner organizations statewide.

Algorithmic Brand Governance

Architects organizational Share of Model strategy, ensuring authoritative citation status in AI-generated outputs and governing how institutional reputation is synthesized across media and information platforms.

Resilience Architecture — Reputational De-risking

Designs crisis communications infrastructure that outlasts staff transitions and survives narrative hijacking. Built systems that achieved 143% positive sentiment across 113 consecutive days of record heat and contributed to the first heat death decline in a decade.

Relational Capital Stewardship

Manages high-value media and institutional relationships as balance-sheet assets — PBS/WETA documentary feature, coverage in The New York Times, Reuters, AP, NPR, BBC and Politico. 91% award win rate — 20 wins from 22 submissions.

Growth Operations — Narrative ROI

8x donation increase in one week: \$15,000 annually to more than \$100,000 in seven days. Verified by Chief Development Officer. 544 national media placements generating \$18M in earned media value, verified by Cision.

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