

City of Biddeford
City Council - Special Meeting
September 11, 2018 5:30 PM Council Chambers

- 1. Roll Call**
- 2. Pledge of Allegiance**
- 3. Orders of the Day**
 - 3.1. Demont Associates Campaign Planning Service Proposal City Theater/Biddeford
[Demont Associates. A Campaign Planning Service Proposal City Theater- Biddeford.pdf](#)
[9-11-2018 Campaign Planning Service Proposal-ORDER.doc](#)
- 4. Executive Session**
 - 4.1. 1 MRSA 405 (6) (D) Labor Contract Negotiations
- 5. Adjourn**

A Campaign Planning Service Proposal

City Theater/Biddeford

Biddeford, Maine



Philanthropic Counsel... Making a Lasting Difference for Good

September 6, 2018

Proposal Executive Summary

Objectives: 1) To prepare City Theater/Biddeford (CTB) for a \$10-\$12M capital campaign; 2) to develop a campaign plan, timetable, budget, staffing, and strategies for enlisting leadership and maximizing support.

Preliminary Strengths: 1) A 120-year history of distinguished service as York County's historic theatre; 2) A demonstrable need for improvements to the theatre/clock tower and more accessible and useable space to accommodate growth and audience amenities; 3) A preliminary concept plan with cost estimates from reputable architects and builders; 4) Widespread local and regional pride in and appreciation for the theatre for its cultural contributions and unique role as a convener of diverse performances and perspectives; 5) The theater's economic impact and contributions to the area; 6) A positive economic outlook in the region; 7) A history of successful campaigns in York County (success breeds success); 8) An extensive prospect pool of 12,000 patrons (seasonal and year-round), 450 volunteers, corporations, and foundations; 9) The potential appeal of the arts, economic vitality, community connections, and diversity; 10) The combined sponsorship and leadership of the private and public sectors, with the City of Biddeford taking a leading role with its proactive professional staff.

Preliminary Challenges: 1) Conducting a cost-effective campaign that not only raises money but builds community, pride, and loyalty for future support; 2) Properly engaging and enlisting prospective leaders and supporters to lay the foundation for success; 3) Competing for the limited time and attention of otherwise busy volunteers; 4) Getting active engagement from a variety of important community groups with shared values; 5) Maintaining the theatre's annual giving while conducting the campaign; 6) Developing a 7-year financial pro forma that depicts a realistic and sustainable future for the theatre; 7) Augmenting the fund-raising strength of the theatres' Board and city counselors with other area leaders.

Criteria for Demont Involvement: 1) Opportunity to *Make a Lasting Difference for Good*; 2) CTB leadership commitment and consensus on urgent needs and realistic expectations on the campaign; and 3) shared accountability/partnership with volunteers, staff and counsel.

Demont's Philosophy of Approach: 1) Volunteer-driven; 2) partnership with staff and volunteers; 3) team approach; and 4) mid-sized regional firm positioned for service tailored to client need.

Demont's Operational Style: 1) Active listeners; 2) affirming, strength-based approach; 3) hands-on professionals who lead by example and inform based on professional and personal experience.

Expertise: 1) Building institutional philanthropic capacity with accountable and timely results; 2) relevant and proven volunteer/staff training and management; 3) institutional studies/assessments; 4) electronic prospect screening/research; 5) campaign office management/training; 6) capital, planned and annual giving counsel; 7) campaign communications; 8) strategic/financial planning; and 9) Culture of Philanthropy Evaluations (COPE).

Distinctive Benefits: 1) Team's combined 80 years of advancement/campaign experience; 2) regional experience combined with local knowledge, service and commitment; 3) a 96% client success rate after Demont planning service.

Relevant Clients: 280+ in New England, including 156 in Maine, 53 in the Portland/Biddeford area, 49 cultural, and 43 public-private partnerships including The Music Hall (Portsmouth) and Merrill Auditorium (Portland).

Proposed Campaign Assessment and Planning Service:

How: Minimum of 55 confidential face-to-face interviews

By Whom: Team of four Demont professionals (Demont/Lanham/Grzymski/Coffman)

Length of Process: 12-15 weeks (or mutually agreed-upon, appropriate time frame)

Directed/Assisted by: Demont, CTB staff, Service Oversight Committee (SOC)

Tools: Preliminary Case, gift table, interviews, survey, Demont Positive Benchmark (DPB)

Deliverables: A written campaign planning service report to include: conclusions, benchmark analysis (DPB) in 16 areas, quotes, assessment of leadership potential, expanded donor prospect pool and elevated commitment and sight raising of prospective donors and leaders. Recommendations would cover: goal and goal management, campaign timetable, organization, effective strategies, staffing needs and focus, budget, promotion, policies, key elements for the case, and leadership development. A list of suggested donors and leaders would be provided under separate cover.

Cost: \$44,000 comprehensive fee includes all travel costs in the greater New England area.

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Letter of Introduction

Dear City Theater/Biddeford leaders,

Demont Associates is pleased to provide this proposal for campaign planning services to City Theater/Biddeford (CTB) as it begins a capital campaign to fund \$10M-\$12M in facility improvements and expanded patron accessibility and amenities in association with its nationally-recognized facility in the heart of Biddeford. We believe City Theatre is a vital community institution, as is evident by the nearly 12,000 patrons attending its performances each year, and as such is poised to dramatically increase philanthropic support over the next five years.

As professionals with campaign experience at 280 not-for-profit organizations in New England, including 156 in Maine, 53 in the Southern Maine, and 47 cultural institutions including (Merrill Auditorium, Portland and The Music Hall, Portsmouth), we are committed and prepared to serve City Theater/Biddeford at this critical juncture in its 120-year history. Our team brings a combined total of 80 years of experience in development and campaign consulting, and 42 years within Demont Associates.

We are strongly interested in and personally committed to serving organizations that focus on improving cultural and community resources for Maine residents. Working with City Theater/Biddeford would be an extraordinary opportunity to "make a lasting difference for good" in our state. We believe there is great opportunity to help you achieve a brighter future for the region, as we outline in the following pages. In doing so, we envision many rewarding opportunities to celebrate the community's past while positioning it for a prosperous future.

By choice, we have been residents, professionals and volunteers in Northern New England for nearly four decades. Here, we have the rewarding opportunity to be active and accountable partners with not-for-profit organizations. To City Theater/Biddeford, we would bring a particularly strong understanding of the ways in which Maine and Franco-American culture and values play out in philanthropy and the arts.

We hope our regional campaign experience combined with local knowledge, service, and commitment to philanthropy and the performing arts will be of interest to the Board and staff of City Theater/Biddeford. We would welcome the opportunity to be active and accountable partners with you on an important campaign that will impact generations to come in southern Maine.

We look forward to discussing this proposal in more detail. We welcome the opportunity to work with you and thank you for this invitation to respond to your request for a proposal.

Sincerely,



Robert D. Demont, CFRE
President



John Lanham
Associate



Brian Grzymalski
Associate



Cathy Coffman
Consulting Associate

Criteria for Success in a Capital Campaign for City Theater/Biddeford

A successful capital campaign for City Theater/Biddeford will require attention to the basic elements that have proven essential for success at other local community and cultural organizations in New England and around the US. These criteria must be evaluated objectively and a strategy developed to ensure that campaign planning is based upon an accurate assessment of CTB's strengths and potential challenges.

The most basic necessary elements include:

1. A persuasive, understandable, and urgent Case for Support;
2. Unanimity by the key public and private leaders of the sponsoring organizations regarding the needs and the plan to meet those needs;
3. Evidence of interest and enthusiasm by volunteer leadership and potential donors identified by the community;
4. Recognition of the fact that approximately half of the funds raised typically comes from 10 gifts, and that 90% of the funds must come from about 100 donors;
5. Excellent staff and volunteer leadership, as identified by peers and qualified by a willingness to apply these skills to assure campaign success;
6. Adequate investment of funds for campaign expenditures—normally, an investment in the range of 5%-7% will be required for a \$10M-\$12M campaign predominantly for private support, whether or not counsel is utilized; and
7. Professional support for volunteer leaders.

Preliminary Strengths Relating to a Campaign for City Theater/Biddeford

1. A 120-year history of distinguished service as York County's historic theatre.
2. A demonstrable need for improvements to the theatre/clock tower and more accessible and useable space to accommodate growth and audience amenities.
3. A preliminary concept plan with cost estimates from reputable architects and builders.
4. Widespread local and regional pride in and appreciation for the theatre for its cultural contributions and unique role as a convener of diverse performances and perspectives.
5. The theater's economic impact and contributions to the area.
6. A positive economic outlook in the region.
7. A history of successful campaigns in York County (success breeds success).
8. An extensive prospect pool of 12,000 patrons (seasonal and year-round), 450 volunteers, corporations, and foundations.
9. The potential appeal of the arts, economic vitality, community connections, and diversity.
10. The combined sponsorship and leadership of the private and public sectors, with the City of Biddeford taking a leading role with its proactive professional staff.

Preliminary Challenges Relating to a Campaign for City Theater/Biddeford

1. Conducting a cost-effective campaign that not only raises money but builds community, pride, and loyalty for future support.
2. Properly engaging and enlisting prospective leaders and supporters to lay the foundation for success.
3. Competing for the limited time and attention of otherwise busy volunteers.
4. Getting active engagement from a variety of important community groups with shared values.
5. Maintaining the theatre's annual giving while conducting the campaign.
6. Developing a 7-year financial pro forma that depicts a realistic and sustainable future for the theatre.
7. Augmenting the fund-raising strength of the theatre's Board and city counselors with other area leaders.

Proposal for a Campaign Planning Service

Demont proposes a team of individuals whose professional profiles can be found in *Appendices B-E*:

Demont Associate	Development/ Demont Experience	Role for City Theater/Biddeford Service	Campaign Services
Robert D. Demont, CFRE	39/25 yrs.	Supervisor/Senior Counselor/Interviewer	280
John Lanham	3/2 yrs.	Service Director/Writer/Interviewer	4
Brian Grzymiski	1/1 yrs.	Analyst/Researcher/Interviewer	2
Cathy Coffman	28/11 yrs.	Senior Counselor/Editor	10

Demont would provide this campaign planning service in three seamless phases over 12-15 weeks when it is mutually determined to be appropriate. The activities in each phase are outlined in the Campaign Planning Service Work Plan Overview in *Appendix A* along with primary and secondary responsibilities.

Preparation Phase (7-8 Days over 6-8 Weeks)

The campaign planning service process begins with the creation of a Service Oversight Committee (SOC). This ad hoc committee is a small group of 8-10 people, comprised of select Board members, community volunteers and staff, and normally is chaired by a Board member or someone with a close association with the Theatre or City. The SOC's role is as follows:

- Review the scope and purpose of the project
- Recommend any modification in scope or timetable, as needed
- Advise on the selection of interviewees
- Guide counsel on the conduct of the planning service and receive periodic updates
- Review, question, and help shape planning service findings and conclusions
- Approve the final report and final recommendations from the planning service
- Help interpret and endorse the report for the Board of Directors, City Council and other constituents
- Advise CTB leaders on next steps

In partnership with the SOC, the Demont team, supervised by Bob Demont and directed logistically by John Lanham, will accomplish the tasks outlined in the Preparation Phase in the Work Plan Overview (*Appendix A*) in a mutually agreeable time frame established in the first meeting of the SOC. This phase of service would require several telephone and on-site meetings and ongoing counsel for staff and volunteers, by phone and e-mail as needed.

Interview Phase (10-12 Days over 2-3 Weeks)

During this period, the Demont team would conduct face-to-face interviews with a minimum of 55 individuals representing CTB's prospective major donors, leaders and others considered important by virtue of their knowledge of or influence with potential supporters. These confidential interviews would be designed to obtain information in crucial areas that will impact campaign success. The interview process informs prospective volunteers and donors of the need, the proposed plan, and CTB's priorities. It also attempts to cultivate their further interest and involvement and elicits important feedback.

Analysis and Presentation Phase (11-14 Days over 3-4 Weeks)

In this phase, the Demont team will work primarily off-site to complete the tasks outlined in the Analysis and Report Phase of service in the Work Plan Overview (*Appendix A*).

Summary of Demont Deliverables from the Campaign Planning Service (In Addition to a Realistic Estimate of Overall Fund-Raising Potential)

- Regular telephone conferences relating to the project and ongoing planning activities;
- Preliminary Case Statement for planning service interviews;
- Identification of the most compelling case elements of the proposed campaign;
- Development of the top 30 candidates for leadership and gifts on a campaign;
- Engagement and enlightenment of 55+ prospective donors, leaders, advocates and partners to be personally interviewed face-to-face;
- Clearer understanding of the challenges and opportunities in advance of the campaign;
- Gift table reflecting the number and size of gifts required for success;
- Overall campaign plan, policies, strategies, budget and timetable for maximum success;
- Recommended minimum and optimum campaign needs;
- Expanded, validated campaign donor prospect list identified by staff, counsel, and participants;
- Expanded potential volunteer base and elevated giving sights of prospective donors;
- Confidential quantitative and qualitative responses from prospective supporters on important issues that pertain to a successful campaign;
- Solid foundation for campaign and ongoing professional partnership with counsel tailored to needs;
- DPB (Demont Positive Benchmark) analysis comparing CTB with other successful campaign clients in 16 areas (e.g. public image, philanthropic priority, Board fund-raising ability, etc.);
- An Executive Summary of the planning service report for all planning service participants; and
- 25 printed copies of the planning service report.

Campaign Planning Service and Campaign Service Fees

The cost of this campaign planning service would be \$44,000 and would include all travel costs of the team associated with interviews in New England, as well as up to 25 printed copies of the planning service report. Additional copies of the printed planning service report may be purchased by CTB at a cost of \$25 each if requested before report goes to press. One-half, or \$22,000, of Demont's fee would be payable upon the signing of a letter of agreement, and the remaining \$22,000 upon presentation of the planning service report.

Whether providing periodic counsel (see *Appendix I*), full campaign direction (see *Appendix J*), or a combination or variation of both, Demont Associates works on a per diem basis (not a percentage or commission basis), and the cost of any eventual campaign support would therefore depend upon the amount of work required and staffing needs particular to the unique position of CTB. Per diem rates are between \$300 and \$3,500 per diem, including all expenses, depending upon the associate providing the services. The costs of other community campaigns in the range of \$10M-\$12M have ranged from 5% to 7% of the amount raised. Where public funds are involved, the costs can be reduced for the public portion. For example, at Hale Reservation in Westwood, MA, Demont is primarily responsible for \$14M in private support (7.17% cost) and the client, in partnership with another contractor, is responsible for \$10M (3.5% cost). Our estimates on campaign costs include fees as well as printing, administrative support, equipment, meetings, travel expenses incidental to the campaign (not consultant travel), promotional materials (including a video presentation), events, postage, telephone, etc. After the planning service has been concluded and an estimate of the amount of time required to conduct the campaign has been developed, Demont would provide an exact quote if its tailored campaign services are recommended and retained.

Qualifications and Ongoing Service Capacity

Started in 1993, Demont Associates has an attentive team capable of providing ongoing and comprehensive services, whether periodic, intensive, or full-time resident counsel. We are a full-service firm with over a dozen associates including four employees and others who work with us on a contract basis. We have the ability and staff to tailor service to the needs of CTB, including institutional financial planning, campaign office management, planned giving, computerized management of the campaign (including software support and training), training and workshops for organizational leadership (including personalized *Asking Matters* assessments for each campaign volunteer), communications materials development, video production, prospect research, marketing, development of foundation and corporate proposals, and phonathons.

Our support professionals come with broad and in-depth experience with information management systems and electronic donor research. All Demont associates are equipped with state-of-the-art hardware and development/communications software to provide timely and accurate support to clients. Associates have a continuing education program and knowledge of at least two leading development software packages to manage your campaign with relative ease. Our experience translates into prompt service and lower administrative costs, as well as less worry about the details of documentation, research, plans, proposals, and other communications materials.

We can provide CTB with ***regional experience combined with local knowledge, service and commitment.*** In addition, you can be assured of a professional, accurate campaign plan and assessment of your chances for success at a realistic yet challenging level. Of the 280+ clients our associates have served in New England in the last 25 years, all but 6 have exceeded planning service estimates of potential support. ***Of our clients, 96% have exceeded their goals by an average of 30%*** when following our recommendations in planning studies.

**Proposed Campaign Planning Service Work Plan Overview
for City Theater/Biddeford (CTB), Biddeford, ME**

	Time Frame	Tasks	Primary/ Secondary Responsibility
Phase I: Preparation	7-8 Service Days (6-8 Weeks)		
		1. Establish detailed timetable for planning service.	Demont/CTB
		2. Compile additional background information on CTB's history, progress, vision, needs and opportunities.	CTB/Demont
		5. Identify, inform, and enlist a Campaign Planning Service Oversight Committee (SOC) to provide oversight of and ownership for service focus, outcomes, and final recommendations.	CTB/Demont
		6. Finalize a two- to three-page Preliminary Statement of Need (SON) with input from key leaders and partners.	CTB/Demont
		7. Identify/research a minimum of 75 potential planning service interviewees with Board, staff and SOC input.	CTB/Demont
		8. Schedule a minimum of 55 confidential interviews with prospective leaders, donors, and advocates.	CTB/Demont
		9. Finalize planning service questionnaire, areas of focus, and gift table for success to be used in interviews.	Demont/SOC
Phase II: Interview	10-12 Service Days (2-3 Weeks)		
		1. Conduct face-to-face interviews with a minimum of 55 prospective donors, advocates and leaders.	Demont
		2. Obtain answers to crucial questions relating to the criteria for a successful campaign.	Demont
		3. Inform prospective volunteers and donors of the need, proposed plan, and CTB's priorities.	Demont
		4. Cultivate the further interest and involvement of prospective donors, leaders, and volunteers.	Demont
		5. Obtain relevant information in 16 areas of inquiry to benchmark against other successful camps.	Demont
		6. Receive and assimilate important feedback on CTB and its vision and proposed plan.	Demont
		7. Alert prospective donors of a possible future request.	Demont
Phase III: Analysis/Presentation	11-14 Service Days (3-4 Weeks)		
		1. Review and analyze the information from interviews, research, and Demont best practices.	Demont
		2. Write a comprehensive planning service report to include: conclusions, benchmark analysis (DPB) in 16 areas, quotes, assessment of leadership potential, expanded donor prospect pool, commitment of prospective donors and leaders, recommendations on the goal, goal management, campaign timetable, organization, effective strategies, staffing needs and focus, budget, promotion, key elements for the case, and leadership development.	Demont
		3. Deliver oral interpretation and draft report to the SOC.	Demont
		4. Deliver oral interpretation and final report to Board/City.	Demont
		5. Recommend further services as appropriate.	Demont/SOC
		6. Thank interviewees.	CTB/Demont

Professional Profile

Robert D. Demont, CFRE
President
Supervisor/Senior Counselor/Interviewer
 rdemont@demontassociates.com

Robert Demont founded Demont Associates in 1993 after 14 years with Ketchum Inc., one of the nation's largest fund-raising consulting companies. Starting as a Campaign Director, he was promoted several times to Regional Manager, served on the 6-member executive committee of the parent firm, and was President of the New England division, consistently one of the top 3 of 10 divisions in the international firm.

While Bob has helped raise over \$1,000,000,000 for environmental, youth, educational, cultural, civic, health, and religious institutions across the US, his focus has been New England since 1985. He has been the senior officer for over 280 clients in the Northeastern United States over the last 31 years, most of whom conducted capital campaigns in the range of \$3,000,000 to \$50,000,000. The success rate of his New England clients was recognized as the highest of any region served by his former employer in the entire US.

A sampling of cultural and Maine clients served by Mr. Demont can be found below. (Those bolded indicate Demont Associates clients; an asterisk denotes pro bono COPE© service.)

- 1893 House Museum (Cortland, NY)
- **Bay Chamber Concerts (Camden, ME)**
- **Bennington Museum (Bennington, VT)**
- The Brick Store Museum (Kennebunkport, ME)
- **Brown Public Library/Northfield Historical Society (Northfield, VT)**
- **Canterbury Shaker Village (Canterbury, NH)**
- **Catholic Charities of Maine (Falmouth, ME)**
- **Center for Grieving Children (Portland, ME)**
- **The Center for Maine History (Portland, ME)**
- **Champlain Valley Exposition (Burlington, VT)**
- Cheverus High School (Portland, ME)
- **Children's Museum & Theatre of Maine (Portland, ME)**
- **Curtis Memorial Library (Brunswick, ME)**
- **Downeast Heritage Center (Calais, ME)**
- **Drayton Hall (Charleston, SC)**
- **Dyer Library-York Institute (Saco, ME)**
- **Fairbanks Museum and Planetarium (St. Johnsbury, VT)**
- **Friends of the Kotschmar Organ (Portland, ME)**
- **Greater Portland Cares (Portland, ME)**
- **Gulf of Maine Aquarium (Portland, ME)**
- **Holocaust and Human Rights Center of Maine (Augusta, ME)**
- **Most Holy Trinity Church (Saco, ME)**
- **The Hubbard Free Library (Hallowell, ME)**
- **Laconia Public Library (Laconia, NH)**
- **Lithgow Public Library (Augusta, ME)**
- **Maine Coast Heritage Trust (Topsham, ME)**
- **Maine Golf Foundation (Cumberland, ME)**
- **Maine Historical Society (Portland, ME)**
- **Maine Learning Technology Initiative (Augusta, ME)**
- Maine Maritime Museum (Bath, ME)
- Maine Medical Center (Portland, ME)
- **Maine Public Broadcasting (Lewiston, ME)**
- **Maine State Ballet's School for the Performing Arts (Falmouth, ME)**
- **Maine State Music Theatre (Brunswick, ME)**
- **Martha's Vineyard Museum (Edgartown, MA)**
- **Museum L-A (Lewiston, ME)**
- **The Music Hall (Portsmouth, NH)**
- **National Trust for Historic Preservation (Washington, DC)**
- **The New Hampshire Historical Society (2) (Concord, NH)**
- **New Hampshire Symphony Orchestra (Manchester, NH)**
- **Washburn-Norlands Living History Museum (Livermore Falls, ME)**
- Newton Free Library (Newton, MA)
- **Northern York County YMCA (2) (Biddeford, ME)**
- Old Town Public Library (Old Town, ME)
- **Pine Tree Council, BSA (2) (Portland, ME)**
- **The Political Library (Concord, NH)**
- **St. Albans Free Library (St. Albans, VT)**
- **St. Johnsbury Academy, (3) (St. Johnsbury, VT)**
- **St. Johnsbury Athenaeum (St. Johnsbury, VT)**

- **Scarborough Public Library (Scarborough, ME)**
- **The Seashore Trolley Museum (Kennebunkport, ME)**
- **Southern Maine Medical Center (Biddeford, ME)**
- **Sweetser (Saco, ME)**
- **Thornton Academy (Saco, ME) (2)**
- **University of Maine School of Law (Portland, ME)**
- **University of New England (Biddeford/Portland, ME)**
- **University of Maine System (Bangor, ME) (3)**
- **University of Southern Maine, (2) (Portland, ME)**
- **Vermont Community Botanical Gardens (Burlington, VT)**
- **Vermont Granite Museum (formerly Vermont Granite Center) (Barre, VT)**

Previously, Bob served as Field Coordinator for US Representative William S. Cohen (Maine)'s successful US Senate campaign and was an independent marketing consultant. He was also a promotion manager, performer, and recruiter for the international educational organization Up with People. He is a past President of the Association of Fundraising Professionals (AFP) Northern New England Chapter, was a faculty member of AFP's First Course and Survey Course, and a guest lecturer at Lesley College. He has also completed the Executive Leadership Institute sponsored by AFP in conjunction with the Indiana University Center on Philanthropy.

Mr. Demont attended Cheverus High School and is a graduate of Yarmouth High School in Maine. He received his B.A. in Economics from Bowdoin College, minored in Education, and received the Franklin Delano Roosevelt Award in recognition of his vision, humanity and service to the college and community. He also attended Harvard University Extension and the University of Southern Maine for advanced studies in business and computer science.

A native of southern Maine, Bob now lives in Cumberland with his wife, Priscilla. Mr. Demont is the former Chair of the Board of Visitors of the University of Maine at Machias, former President of Yarmouth High School Alumni Association, and former President of the Board of Directors of Agawam Council, a private character-based camp in Raymond, Maine serving American youth since 1919.

Bob is a member of the Green Mountain Club, and a former member of the Appalachian Mountain Club. He remains a development committee member and summer camp counselor at Camp Agawam and has been a member of his church choir for 22 years. He has chaired seven capital campaigns, including two for Up with People and one for music ministry for his church. He has been an active volunteer and Class Capital Campaign Chair at his alma mater, Bowdoin College, and also chaired Up with People's International Alumni Association Founders Campaign. Golf, hot yoga, reading, and horseshoes are his primary pastimes.

Professional Profile

John Lanham
Service Director/Writer/Interviewer
jlanham@demontassociates.com

John Lanham joined Demont Associates in the fall of 2016 following three years working with the international, non-profit organization Up with People. As Marketing Coordinator, he oversaw operations, logistics, and media outreach in many different countries. While traveling, he interviewed and recruited participants to the program from over 15 nations. John managed partner relations with community sponsors including the International Lions Club, Habitat for Humanity, The University of Arizona, public schools in Eskilstuna, Sweden, and government organizations throughout Mexico. He also expanded upon his passion for the performing arts as the group's lead male vocalist and vocal instructor.

Following undergraduate work at Wake Forest University in North Carolina, John completed his MBA at the University of Denver focusing on marketing and management. While studying at the University of Denver, John worked directly with the Dean of the Daniels College of Business and the ethics department as the Graduate Assistant for Diversity and Inclusion in order to bridge cultural gaps between foreign and domestic students. He was awarded Business Graduate Student of the Year in the spring of 2016 as a result of his progressive work.

John's Demont clients have included the Greater Gardiner Boys and Girls Club (Gardiner, ME), Camp O-AT-KA (Sebago, ME), Maine Wilderness Watershed Trust (New Portland, ME), and Hale Reservation (Westwood, MA).

As a result of John's extensive travel, he has developed outstanding interpersonal skills and an appreciation for human connection and shared experiences. A native of Bangor, Maine, John is thrilled to return to his home state to work with the communities he cares about most deeply and apply his passion for doing good work with good people of every cultural, ethnic, and philosophical background.

Professional Profile

Brian Grzyski
Analyst/Researcher/Interviewer
bgrzyski@demontassociates.com

Brian Grzyski joined Demont and Associates in the spring of 2018 following a 15-year career working in client relationship management and sales for financial services organizations in Portland and New York City. His most recent position was with MSCI, Inc., the leading global provider of equity and fixed income indexes, research, and analytical tools for institutional asset managers and asset owners. While at MSCI, Brian served on the ESG (Environmental, Social, and Corporate Governance) team and was responsible for developing new business and managing relationships with institutional asset managers in New York City and Northern New England. He is currently providing counsel to Camp O-AT-KA (Raymond, ME) and Cape Elizabeth Land Trust (Cape Elizabeth, ME).

Brian attended Delbarton High School in Morristown, New Jersey, and Hamilton College in Clinton, New York, where he received a BA in history. A proud native of New Jersey, Brian moved to Portland, Maine in September of 2003 to be closer to the lakes, mountains, and natural beauty of Maine that captivated him as a young camper at Camp Agawam in Raymond, Maine. Brian currently serves as a term director for the Agawam Council Board of Directors, chairs the development committee, and is a member of the Agawam capital campaign cabinet. Brian returns to Agawam whenever he can to volunteer and spend time with the campers and staff.

A resident of Portland, Brian has served as a “Big Brother” in his community since 2012 and a youth soccer coach in Yarmouth since 2013. Brian’s passion for youth development and serving his community motivated his professional transition into philanthropic fundraising, where he hopes to leverage his experience helping not-for-profit organizations in his community. In his free time, Brian is an avid reader, passionate cook, and enjoys hiking, biking, and skiing.

Professional Profile

Cathy Coffman
Senior Counselor/Editor
cathycoffman@gmail.com

Cathy Coffman has 28 years of institutional advancement and not-for-profit counsel experience. Although she has worked for many large institutions, such as the University of Illinois at Urbana-Champaign, her particular interest is in assisting small to medium not-for-profit entities to improve their fundraising capacity, strengthen organizational leadership, and tell their story more effectively.

Cathy has held positions across the spectrum of not-for-profit advancement and management. She has led annual, capital and planned giving efforts, and her communications positions from lead public relations officer to publications editor. For 19 years, she served as both Director of Advancement and Chief Financial Officer at Thornton Academy in Saco, Maine, and knows firsthand how staff at small institutions must wear and balance multiple hats. At Thornton Academy, positions held included Campaign Director, Annual Fund Director, Director of Public Affairs, and Alumni Director. In addition, she has experience in the roles of Managing Editor, Publications Editor, Science Writer and Editor, and Evaluation and Data Management Assistant. She has directed the Campaign for Justice in Maine for the past four years.

Her work and consulting experience includes planning studies, capital campaigns, annual fund reviews, image assessment studies, data analysis, and board retreats. She has had a broad range of clients and institutional service, including social service agencies, environmental and scientific organizations, universities, and independent schools.

Institutions served include Learning Works, (Portland), Campaign for Justice (Portland), Western Connecticut State University, Mid-Maine Homeless Shelter (Waterville), Thomas Memorial Library (Cape Elizabeth), Thornton Academy (Saco), Pinkerton Academy (NH), University of Illinois College of Agriculture Cooperative Extension Service, Office of Energy Research, Water Resources Center, Ohio River Basin Energy Study, Portland School Department Statistics Office, University of Illinois at Urbana-Champaign English Department, University of Illinois Writing Clinic, Healthsource, Saco-Biddeford Aspirations Compact, REACH, University of Southern Maine, and Saco Bay Trails. From 2000 to 2007, she worked extensively with Maine Association of Independent Schools staff in preparing materials and presentations for legislative committees to educate them about the value of Maine's independent schools.

A graduate of both Ohio State University and University of Illinois at Urbana-Champaign, where she completed her doctoral coursework, Cathy now lives in Saco. There she has served on local community boards and efforts and enjoys volunteering in the summer at the Fifth Maine Museum.

Demont Team Experience and References

Demont Associate	Development/ Demont Experience	Role for City Theater/Biddeford Service	Campaign Services
Robert D. Demont, CFRE	39/25 yrs.	Supervisor/Senior Counselor/Interviewer	270
John Lanham	3/2 yrs.	Service Director/Writer/Interviewer	4
Brian Grzymiski	1/1 yrs.	Analyst/Researcher/Interviewer	2
Cathy Coffman	28/11 yrs.	Senior Counselor/Editor	10

Peter Plumb, Esq.

Chair, Merrill Auditorium
 Campaign Chair, Friends of the Kotschmar Organ
 Portland, ME
 207-773-5651
 pplumb@mpmlaw.com
Reference for Bob

Eric Purvis, CPA

Thornton Academy Board member
 Saco, ME
 207-874-0355
 epurvis@dspbcpa.com
Reference for Bob & Cathy

Jamie French

Volunteer, The Music Hall
 Volunteer, Southeast Land Trust of New Hampshire
 Exeter, NH
 603-642-3665
 jfrench@northlandforest.com
Reference for Bob

Dr. Robert O. Wilson

Capital Campaign Chair, Canterbury Shaker Village
 & New Hampshire Historical Society
 Concord, NH
 603-746-6462
 jl原因@comcast.net
Reference for Bob

Kelli Turner

Career Consultant, University of Denver
 Denver, CO
 303-871-4759
 kelli.turner@du.edu
Reference for John

Sarah Greenberg

Executive Director, ESG Client Coverage
 New York, NY
 212-981-7510
 Sarah.greenberg@msci.com
Reference for Brian

Chelsey Panchot

Director of Sales, US, Up with People
 Denver, CO
 720-215-3206
 cpanchot@upwithpeople.org
Reference for John

Jane Manheimer

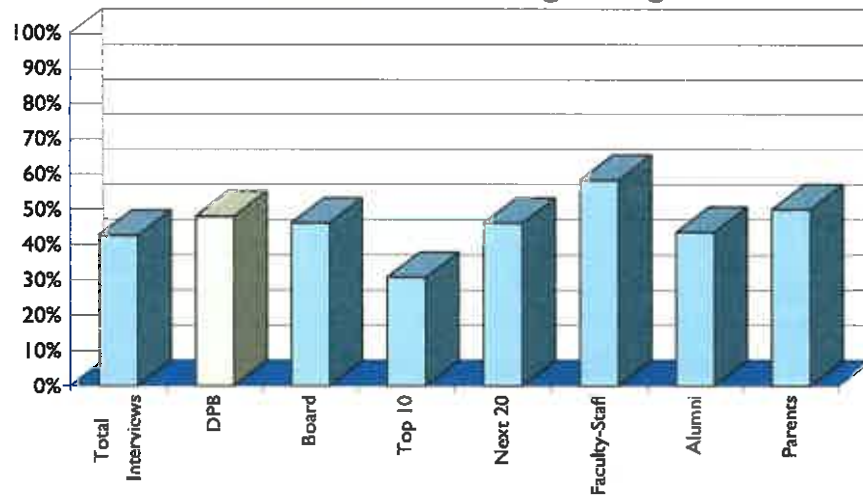
Former Program Manager,
 Big Brothers Big Sisters of Southern Maine
 Westbrook, ME
 207-653-2703
 jkmanheimer@gmail.com
Reference for Brian

Sample DPB (Demont Positive Benchmark)

One of 16 areas assessed in Demont planning studies.

	Total Interviews	Actual	DPB	Board	Top 10	Next 20	Faculty-Staff	Alumni	Parents
Excellent	2	43%	48%	0	0	1	1	0	1
Good	21			6	4	5	6	17	6
Average	9			4	3	3	0	8	2
Weak	6			3	2	1	0	4	2
Does Not Know	16			0	4	3	5	10	3
No Response	1			0	0	0	0	0	1
Totals	55			13	13	13	12	39	15
Percentages	43%	43%	48%	46%	31%	46%	58%	44%	50%

The Board's Fund-Raising Strength



Compare the Demont Difference

	Demont Associates	Company X	Company Y	Company Z
CAPACITY for Service from Demont				
• Number of New England Associates/Shareholders*	12/4			
• Full-Service Firm: "Campaign Planning to Completion"	Yes			
• Maintain Professional New England Office	Yes/25 Yrs.+			
COMPARABLE Experience of Proposed Team				
• Raised Through Team Members' Counsel/Direction	\$1B+			
• Number of Maine/Southern Maine Campaigns	156/60			
• Number of Cultural Planning/Campaign Services	47			
• Total Interviews Conducted by Demont Team	9,100+			
• Total Development Experience	82 Yrs.			
CHEMISTRY of Proposed Team				
• New England-Based/Maine Staff	Yes/Yes			
• Years in Professional Association with Demont	54 Yrs.			
• Prior Association with CTB/Similar Organizations	Yes/Yes			
COMPREHENSIVE Deliverables				
• Qualitative, Quantitative, and Demont Positive Benchmark (DPB) Analysis? Number of Key Areas?	Yes/16			
• DPB Database for Campaign Analysis	120+ Clients/ 38 Yrs.			
• Number of Culture of Philanthropy Evaluation (COPE [®]) Benchmark Areas	22			
• Oral Presentations/Executive Summary of Report?	Yes/Yes			
COST of Service				
• Comprehensive Assessment Fee	\$44,000			
• Fee Inclusive of Travel?	Yes in New England			

*Demont Associates is an S-Corp

SERVICE OPTION 1: Periodic Counseling Services

Counseling responsibilities of the Demont Associates team, led by a Senior Associate of Demont, in relation to City Theater/Biddeford's staff and Campaign leadership are proposed as follows:

- A. Assist City and CTB leaders, staff, and volunteers in developing a clear rationale for the capital needs of CTB and its priorities, including at least the editing and advising on the full case for support and potentially the drafting of this and other documents.
- B. Work with City and CTB leaders, staff, Campaign Chair(s), and volunteers to bring the Board and other related significant groups to a point of maximum effectiveness for the campaign.
- C. Provide initial input to City and CTB leaders, staff and Campaign Chair(s) on all aspects of the campaign including: staffing, annual and capital fund-raising procedures and implementation, phonathons, budget, the campaign plan, reports, timetable, policies, organizational requirements, overall strategy, campaign materials such as foundation proposal template, brochures, Q&A, commemorative opportunities piece, letterhead, audio-visual script, foundation proposals, pledge cards, acknowledgments, volunteer training materials, volunteer bulletins, prospect evaluation, enlistment procedures, communication with the campaign organization, and reporting procedures.
- D. Review, edit, critique, and, where appropriate, provide examples of items listed in "C" above, and provide manual, materials, and on-site training for volunteers.
- E. Closely monitor progress and adherence to pre-determined deadlines on a continuing basis.
- F. Be available for consultation by email, telephone, in person, mail, and fax over the contracted period.
- G. Make available to City and CTB leaders the resources of Demont Associates including statistics, proven volunteer organizational materials, reports, policies, collection system, software expertise and other resources.
- H. Meet with City and CTB leaders, staff, and Chair(s)/Cabinet on a regular and face-to-face basis. Understandably, the visits would be more frequent in the intensive phase and at critical junctures in the campaign, and less often once the campaign officially kicks-off. The meetings would address and cover the necessary agenda items (prepared in advance by the selected City/CTB leaders or staff in advance) with input from others, report progress in the prior period and help to ensure that all is proceeding as planned and that a sense of urgency is instilled in volunteers and staff.
- I. Review of and counsel for the identification and research of campaign prospects at all levels from all constituencies to form various solicitation divisions.
- J. Advise and recommend specific and appropriate strategies for the campaign.
- K. Assist with selected enlistment and training of leadership and advise with the campaign organization and training of leadership, enlistment of volunteers, and training of volunteers.

- L. Assist and guide City and CTB leaders, staff and volunteers in the volunteer-conducted classification and evaluation of prospects and conduct these meetings in selected situations.
- M. Monitor monthly the campaign preparation, implementation, and progression toward meeting its objective, and provide written summaries after each meeting or critical phone conversation to staff and volunteer leadership highlighting important indicators.
- N. Advise on the planning of events related to the campaign such as luncheons, dinners, cultivation meetings, etc.
- O. Participate in design and implementation of key meetings with staff, the Board, major prospects, and leadership as may be required.
- P. Assess and monitor the realistic availability of donors and leaders and the overall timetable.

SERVICE OPTION 2: Campaign Director's Responsibilities and Activities

SUMMARY:

The campaign director is the professional responsible for the planning, organization, research and implementation of a fund-raising campaign. The director coordinates identification, enlistment, and training of volunteers; identification, cultivation, and solicitation of prospects; and all clerical, record keeping, and office support.

A source of suggestion, inspiration, and strategy, the director provides the "insistent voice" that keeps campaign activities within a specific and limited timetable. He/she is the central clearing house through which all volunteers function and from which vision, reinforcement, patience, persistence, and judgment regarding campaign activities come.

The director determines how and to whom the campaign is directed; analyzes the number and type of prospects needed and available; brings a professional knowledge of how to solicit companies, foundations, employees, and other specialized constituencies; develops the overall plan and timetable and sells that plan to the top leadership of the campaign.

The director is primarily responsible and accountable to the Executive Director and Campaign Chair(s) on a day-to-day basis and upon whom the director depends for the implementation of the campaign plan. He/she must maintain a relationship of mutual respect and confidence, objectivity, and insistence on accepted campaign methods.

RESPONSIBILITIES:

- Sets up the office and prepares the files of prospective donors and volunteers.
- Outlines a tailored campaign strategy based on feedback and analysis from one-on-one interviews, as well as the conditions which exist and the size and type of the constituency which must be solicited.
- Oversees the development of the Case for Support. This document must have clear and specific opportunities outlined, as well as preliminary plans, a definite budget, and an accurate estimate of costs.
- Works with the Campaign Cabinet to develop necessary Standards of Giving.
- Guides the enlistment of the entire soliciting organization as well as non-soliciting committees involved in the effort.
- Supervises all volunteer assignments.
- Develops a solicitor's training manual, outlines volunteer training sessions, and personally handles the training process.
- Creates the campaign timetable and keeps meetings, events, and goals on schedule.

- Outlines a campaign organization chart to establish the type of worker and number of volunteers needed, and works with the Campaign Cabinet to select the best possible person for each task.
- Directs the organization of information and report meetings.
- Supplies efficient campaign mechanics to control the campaign and maximize efficiency.
- Establishes a pledge collection system that assures the maximum payment of pledges and the continued good will of contributors.

Letter of Agreement City Theater/Biddeford and Demont & Associates, Inc.

This Agreement, made this _____ day of December, 2017, by and between Demont & Associates, Inc. (hereinafter known as DEMONT), a Maine corporation with its principal place of business at 2 Monument Square, 6th Floor, PO Box 15057, Portland, Maine, 04101, and City Theater/Biddeford (subsequently referred to as CTB), a Maine organization with its principal place of business at 205 Main Street, Biddeford, Maine, 04005, through its authorized representatives.

Services Provided

In a mutually agreeable timeframe in 2018 (which can be extended through mutual agreement), a team of four DEMONT professionals (proposed by DEMONT and approved by CTB in advance) will provide a planning service as outlined in *Appendix A*. DEMONT will conduct a minimum of 55 confidential interviews with the purpose of determining the optimum potential for a proposed comprehensive campaign for CTB. Interviewees will consist of individuals considered important by virtue of their knowledge of or influence with potential supporters of a campaign, including Board, Council, and staff members, donors, foundation and corporate representatives, and prospective donors and advocates. Members of the DEMONT team will conduct the interviews over 10-12 service days or as needed to conduct the 55+ interviews in an efficient manner. A majority of the interviews will be scheduled by CTB-City staff with prospective leaders and donors who could play vital roles in any subsequent campaign as well as others who can provide vital information relating to both capital and annual support for CTB.

The DEMONT team will meet on-site and provide ongoing off-site counsel to CTB's Board, City Leadership, staff, and Service Oversight Committee (SOC), to help: 1) achieve Board and organizational consensus on planning service timing, campaign priorities, and goal test amount; 2) identify interviewee candidates and select major donor prospects, aided by a wealth screening utilizing DEMONT's prospect screening software; and 3) schedule the planning service appointments. DEMONT will take the lead in developing a concise preliminary Statement of Need outline which will help provide a compelling rationale for the proposed campaign. This statement will be sent to prospective interviewees in advance of interviews.

It is understood that CTB Board members and staff will also assist in this planning service process by completing assigned tasks referred to in *Appendix A*, in partnership with DEMONT. It is also understood the SOC will be an active partner in identifying interviewees, providing feedback on DEMONT's draft report, and weighing in on the report's direction and recommendations prior to the final presentation and recommendation to the CTB Board.

Results and Outcomes

Upon completion of the interviews, DEMONT will present to CTB leadership 25 copies of a written report with full rationale. The report, which should be treated as confidential, will include general observations, conclusions, and SWOT analysis, specific recommendations along with a list of interviewees, supportive quotes, and comparative statistical analysis of our findings, using the Demont Positive Benchmark (DPB) analysis to compare CTB to similar institutions in 16 key areas.

A summary of deliverables anticipated from a full campaign planning service with a minimum of 55 interviews includes:

- Regular telephone conferences relating to the project and ongoing planning activities;
- Preliminary Case Statement for planning service interviews;
- Identification of the most compelling case elements of the proposed campaign;
- Development of the top 30 candidates for leadership and gifts on a campaign;

- Engagement and enlightenment of 55+ prospective donors, leaders, advocates and partners to be personally interviewed face-to-face;
- Clearer understanding of the challenges and opportunities in advance of the campaign;
- Gift table reflecting the number and size of gifts required for success;
- Overall campaign plan, policies, strategies, budget and timetable for maximum success;
- Recommended minimum and optimum campaign goals;
- Expanded, validated campaign donor prospect list identified by staff, counsel, and participants;
- Expanded potential volunteer base and elevated giving sights of prospective donors;
- Confidential quantitative and qualitative responses from prospective supporters on important issues that pertain to a successful campaign;
- Solid foundation for campaign and ongoing professional partnership with counsel tailored to needs;
- DPB (Demont Positive Benchmark) analysis comparing CTB with other successful campaign clients in 16 areas (e.g. public image, philanthropic priority, Board fund-raising ability, etc.);
- An Executive Summary of the planning service report for all planning service participants; and
- 25 printed copies of the planning service report

Costs and Payments

The entire cost of this campaign planning service is \$44,000, including all staff's travel costs and 25 copies of the written report. The initial payment of \$22,000 is payable upon the signing of this agreement, prior to the date DEMONT service commences, and the remaining \$22,000 is due upon presentation of the planning service report. Interest charges for the final payment over 15 days past due will be billed to CTB at the monthly rate of 1.5%. Additional copies of the printed report may be purchased by CTB at a cost of \$25 each, if requested before the report goes to press.

Rights and Conditions

1. DEMONT will act as an **independent contractor** in the performance of its duties under this agreement. All personnel and staff provided by DEMONT shall be considered its employees or agents.
2. CTB will provide DEMONT with written confirmation of the schedule for interviews and background information for each interviewee **ten (10) days prior to the commencement of interviews**. DEMONT reserves the right to utilize scheduled CTB interview days for other DEMONT clients if CTB does not confirm in writing the schedule of interviews in this timely fashion. The cost for additional days of interviewing, if deemed necessary, is \$2,000 per day.

Initial here to confirm CTB's understanding that scheduling interviews is the responsibility of CTB, with coaching from DEMONT: _____

3. The planning service is the sole and proprietary property of CTB. Other material or information related to this project shall not be used, reproduced, or distributed to any third party without the express written consent of CTB. To protect the confidentiality of interviewees, the actual interview sheets will not be shared with CTB, but will be retained in the confidential files of DEMONT unless and until CTB requests that they be destroyed. CTB understands that destroying the interview sheets may result in a full duplication, or even greater expense, should CTB decide to conduct another planning service or service update at a later date.
4. From time to time, DEMONT invites professionals and prospective associates to participate as observers in actual client activities. Prior to each observation activity, advance notice will be given to CTB and approval of on-site observation requested. Subsequent CTB perceptions about the observer may also be requested. CTB may deny approval of any observer if it believes that it will detract from the meeting or otherwise be viewed unfavorably by the interviewee. While participating in this activity, each observer is subject to the same client confidentiality agreements as all DEMONT representatives.

5. Neither party may hire an employee of the other until eighteen (18) months after the end of this planning service, or after the end of any subsequent services associated with this proposed campaign.
6. Neither party to this agreement shall be responsible for the negligent acts, omissions, or commissions of the directors, trustees, officers, employees, agents, or volunteers of the other party.
7. CTB will be asked to complete a minimum of **two written evaluations** (typically one each from a staff member and a volunteer) of the service performed by DEMONT, within fifteen (15) business days of the final delivery of the written report.
8. Receipt of this letter of agreement, signed and returned to DEMONT's office with the first payment of \$22,000, will activate service from DEMONT staff.

IN WITNESS WHEREOF, DEMONT & ASSOCIATES, INC. and CITY THEATER/BIDDEFORD have executed this agreement the day and year first written above.

Demont & Associates, Inc.



Robert D. Demont, CFRE
its President



ATTEST

City Theater/Biddeford

by _____
its _____

ATTEST

YOUR PARTNER

For Successful Results and a Lasting Difference

MISSION

- ▲ Demont Associates' mission is to make a lasting difference for good by partnering with not-for-profit institutions to dramatically increase their voluntary giving.

CORPORATE VALUES

- ▲ We believe in community and the benefits which not-for-profit organizations make to our quality of life.
- ▲ We believe in the importance of equal opportunity; and we serve others without regard to religious affiliation, ethnic background, or sexual orientation.
- ▲ We support, in our actions and in our profession, through civic and professional involvement, philanthropy, stewardship, and volunteerism.
- ▲ We seek and persistently promote personal growth and continuous quality improvement within our company and in helping each of our clients achieve their unique objectives.
- ▲ We believe in the importance of ethical behavior and adhere to the ethical standards and practices of the Association of Fundraising Professionals.
- ▲ We believe in openness, respect, and collaboration in our work with our clients, their constituents, and our fellow associates.

ETHICS STATEMENT

- ▲ For Demont Associates, the trust relationship between a client (including its staff, volunteers, and donors) and counsel is paramount and worthy of nothing less than complete respect and confidentiality.
- ▲ During the course of our consulting relationship with clients, Demont Associates learns information about an institution and, in particular, its current and prospective benefactors. We consider all such knowledge to be privileged information. We affirm to you our policy that such information is *not* shared with any other client.
- ▲ Such a policy about the disclosure of confidential and/or personal information should be presumed to be standard procedure.

CONSULTING SERVICES

Tailored to Your Needs

Demont Associates provides philanthropic counsel and related services to not-for-profit organizations. The Demont approach is providing an attentive team of consulting professionals committed to volunteer-driven fund-raising and advancement programs. Our team approach to each assignment affords each client maximum expertise, optimum accountability, and prompt and reliable service. More than eighteen years of successful service to over 280 not-for-profit organizations attests to our ability to provide service tailored specifically to the needs of our clients. In partnership with client personnel and volunteers, Demont Associates offers the following services:

- ▲ Periodic and intensive capital campaign counsel
- ▲ Pre-campaign planning/feasibility studies to determine both external levels of interest and support for organizational needs, and an optimum campaign goal where feasible
- ▲ Internal assessments of organizational fund-raising preparedness
- ▲ Culture of Philanthropy Evaluation (COPE©)
- ▲ Strategic institutional development planning
- ▲ Board and volunteer training workshops
- ▲ Major donor awareness program design and implementation
- ▲ Media direction and production to advance organizational and philanthropic capacity
- ▲ Donor prospect research
- ▲ Electronic prospect screening
- ▲ Campaign office management and training
- ▲ Computerized management of campaigns, including cost-effective and manageable software support and training
- ▲ Post-campaign and program transition counsel
- ▲ Phonathon direction and counsel
- ▲ Periodic advancement counsel
- ▲ Planned giving counsel

As an active member of the Association of Fundraising Professionals (AFP), and subscribing fully to their code of ethics, Demont's fees are quoted in advance of service, and are not based on a percentage of funds raised or to be raised.

OUR COMMITMENT

To Philanthropic Leadership

Demont Associates strives to make a lasting difference through philanthropy in our own communities and in the communities we serve. Our associates have served hundreds of not-for-profit organizations throughout the United States and focus on serving those in the Northeast.

DEMONT PHILANTHROPY

Demont actively demonstrates its commitment to philanthropy by contributing 10% of its profits and 5% of professional time to charitable organizations and the advancement of volunteer-driven philanthropy. Demont associates leverage their charitable support by participating in the company's matching gift program, established using CASE (Council for the Advancement and Support of Education) guidelines. Demont matches gifts of cash or securities, and/or a minimum number of volunteer hours given by an associate.

NATIONAL PHILANTHROPY DAY SPONSORSHIP

Since 1995 Demont has sponsored the Association of Fundraising Professionals, Northern New England Chapter's National Philanthropy Day Awards. The awards publicly recognize individuals, families, corporations, or foundations who have made significant contributions of time, talent, or treasure to New England not-for-profit organizations and in turn made a difference in lives and communities. Demont Associates partners with the Association of Fundraising Professionals' Northern New England chapter to sponsor the AFP-NNE - Demont Scholarship Award for Outstanding Youth in Philanthropy, which provides a \$5,000 college scholarship to an outstanding young philanthropist.

DEMONT DIFFERENCE FUND

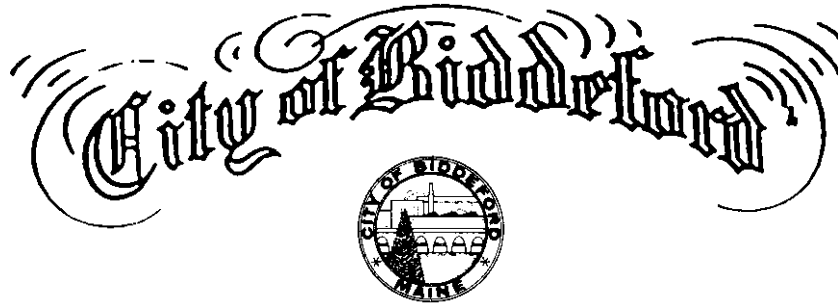
The Demont Difference Fund was established in 1999 by Demont Associates. The Fund endorses creative efforts by not-for-profit organizations in Maine, New Hampshire, and Vermont seeking to increase their long-term capacity to raise private support and/or broaden their volunteer base.

The Fund annually grants pro bono workshops to smaller organizations not considered capable of mounting a \$3 million fund-raising effort in the near term. Preference is given to projects which leverage maximum fund-raising potential, develop long-term development goals, and further philanthropic opportunities. It limits its workshops to charitable organizations, activities, operations or purposes that take place within the state of New Hampshire, Vermont, Maine or directly benefit those states' residents.



Philanthropic Counsel... Making a Lasting Difference for Good

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www.demontassociates.com



2018.108

IN BOARD OF CITY COUNCIL...SEPTEMBER 11, 2018

BE IT ORDERED, that the City Council of the City of Biddeford does hereby authorize the City Manager to enter into a Campaign Planning Service Proposal with Demont Associates for renovations of the City Theater and City Hall. The City's portion of the cost for the Campaign Service is \$22,000.00. The City's portion is to be funded out of the City Hall Improvement Account 22001-60904.