



# CLIENT CASE STUDY



## Florida Humanities

Mission: To preserve, promote and share the history, literature, cultures and personal stories that offer Floridians a better understanding of themselves, their communities and their state.

## WHAT I LOVE ABOUT FLORIDA HUMANITIES

Florida Humanities delights, inspires and educates me to be a better Floridian and a more educated citizen. I am so much smarter because I partnered with Florida Humanities! Every book I've read from their University Press imprint, program I've attended virtual and in-person, podcast I've heard, and FORUM issue I've devoured has made me smarter. Meeting Jackie Levine and John Moran at the 50th Anniversary were like celebrity moments for me!

## CLIENT TESTIMONIAL

"In just three years, Mandy Cloninger became an invaluable partner, helping to position Florida Humanities for growth. She was instrumental in embracing the organization's first Communications and Marketing Plan, crafting a Development Plan, and now paving the way for the hiring of a Development Officer to work alongside our new Communications Director. Mandy helped us create a culture of philanthropy, working with our state-wide board, staff and key volunteers. We have had a significant return on investment for major gifts by cultivating successful multi-year partnerships. By focusing on cultivating a culture that is driven by our board through relationship building, we have created long-term success. This partnership was built on a foundation of independence, utilizing best practices and the latest tools. It has been, and will continue to be, a strong and fruitful collaboration."

Dr. Nashid Madyun  
Executive Director

## AT A GLANCE

### CLIENT CHALLENGES:

- Heavily reliant on state and federal appropriations
- Membership declining and poor retention
- No major donors giving at \$10,000 or greater
- Weak culture of philanthropy within the organization
- Lack of brand awareness

### CLIENT GOALS:

- Increase declining membership and donor giving.
- Secure 10 new donors and major gift commitments at \$10,000 or greater.
- Cultivate brand awareness and a culture of philanthropy.



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*At Relentless Partner, our mission is to empower nonprofit organizations to achieve their fundraising goals through strategic, relationship-driven counsel. We are dedicated to building lasting partnerships that result in transformational gifts and sustainable growth, ensuring that your mission thrives.*

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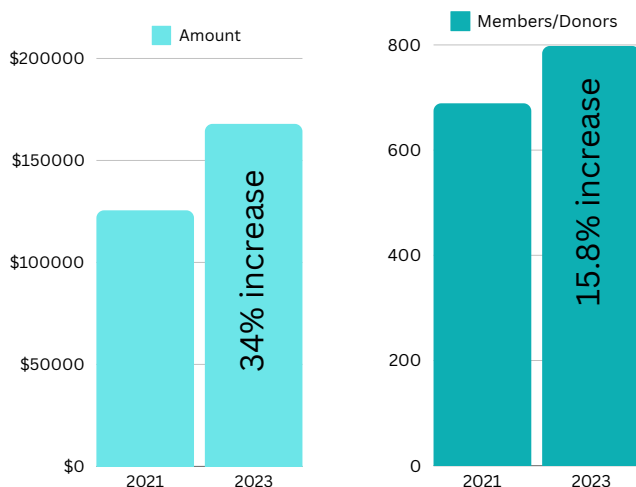
## SOLUTIONS HIGHLIGHTS:

- We cultivated a culture of philanthropy with Florida Humanities board of directors and regional outreach. We trained the board to function as a AAA Board: Ambassadors, Advocates and Askers, embedded this training in orientation, and supported the board's ongoing efforts via committee and 1:1 support and outreach.
- We partnered with the CEO to cultivate transformational partnerships and relationships across the state. We worked 1:1 with the CEO and board members to identify, cultivate, solicit and steward potential major gift donors. More than 100 personal donor visits and 30 proposals submitted.
- We built future funding priorities and strategic investment opportunities including: Florida Forum Magazine Sponsorship, 50th Anniversary Campaign, Hurricane Ian Documentary & Oral History Project, the Jacksonville Racial Awareness Project and the Digital Humanities Project.
- We invested in donor and member acquisition campaigns by sharing FORUM magazine with regional and diverse audiences.
- We built multi-channel membership and donor reengagement campaigns for annual campaigns and the 50th anniversary.

## RESULTS HIGHLIGHTS:

- \$740,800 in major gift commitments to date.
- 4X Impact: For every \$1 invested in major gifts, returned at least \$4.
- Membership and number of donors has increased in 2022: 30% and 2023: 15.8%. Total donations have increased 34%.
- Florida Humanities 50th Anniversary Campaign \$50 for 50 years achieved its goal of \$25,000 in anniversary donations and a matching challenge of \$25,000 from several generous donors to raise more than \$50,000.

**4X**  
IMPACT



## OVERALL GOAL:

Secure 10 new donors and major gift commitments at \$10,000 or greater

- 2021 Current: 0 (1 donor at \$5,000 or greater)
- 2022 – 2024: Secured 12 major gift commitments to total \$740,800 to-date

SECURED

**12**

MAJOR GIFTS

RAISED OVER

**\$740k**

IN FUNDING



## Mandy Cloninger, CFRE CEO & Owner Relentless Partner

Mandelyn Cloninger, CFRE, is a nonprofit leader, charismatic spokesperson, and a results-driven executive. With 20 years of experience raising hundreds of millions of dollars, cultivating transformational relationships with diverse constituencies, she has built capacity, scale, and scope in higher education, health care, and community-based nonprofits.