

6/22/96

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*Consultants in
Fund Raising,
Public Relations
and Marketing*

June 18, 1996

Mr. David Williams
1997 Welsh National Gymanfu Ganu of Milwaukee
202 Woodside Lane
Thiensville, WI 53092

Dear David:

On behalf of Nike B. Whitcomb Associates, Inc., I am pleased to respond to your request for a proposal about ways in which our company can assist you in raising the funds needed to underwrite the 1997 Welsh National Gymanfu Ganu of Milwaukee.

Nike B. Whitcomb Associates, Inc. would like to be part of the team that helps the Welsh National Gymanfu Ganu achieve its goals. Your interest is in a firm that has a record of service throughout the United States with organizations serving their communities in the arts, social services, health care and religion.

I hope that this proposal is helpful to you as you make your plans for the 1997 Festival. Please feel free to call on me if I can be of any additional assistance.

Sincerely,



Mary F. Lewis
Project Associate

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A Proposal to
The 1997 Welsh National Gymanfu Ganu of Milwaukee
from
Nike B. Whitcomb Associates, Inc.

The following proposal describes the ways in which the 1997 Welsh National Gymanfu Ganu of Milwaukee (WNGG) can raise \$150,000 to provide operating funds for the 1997 Festival using the consulting services of Nike B. Whitcomb Associates, Inc. (NBWAI). This proposal details ways we propose to accomplish the stated goal, and assist your organization in mounting a successful event.

PROSPECT IDENTIFICATION AND INITIAL CONTACT

The Steps are as follows:

1. Internal Planning - NBWAI will spend one day with members of the Board of Directors of WNGG. We will interview Board members to discuss WNGG's readiness for a potential campaign. We will also seek to get fully acquainted with the goals of the project, the parameters within which the project can be conducted, past fund raising successes, and whatever donor records may be available.
2. Identifying Individuals for Potential Involvement - NBWAI will work with Board Members to identify up to 50 prospects for their potential financial support of the 1997 Welsh National Gymanfu Ganu of Milwaukee.
3. Gathering supplemental information - NBWAI will spend one to two days gathering other pertinent information about WNGG's service area, its history and demographics, economic trends, and the potential level of interest on the part of area corporations, foundations and individuals.
4. Preparing the letters of introduction and scheduling appointments with prospects - NBWAI will create and send out letters of introduction, then follow up with phone calls to schedule up to 50 calls on prospects to invite their support of the 1997 Welsh National Gymanfu Ganu of Milwaukee.

5. Conducting prospect solicitation calls - NBWAI will call on up to 50 prospects in confidential, one-on-one settings. NBWAI will acquaint the prospects with WNGG's project and opportunities for sponsorship and recognition, and will solicit support for the Festival's operating expenses.

6. Report on results and necessary follow up - NBWAI will report on the results of all calls with instructions for any necessary follow up to the Board of Directors of WNGG.

7. Acting on the results - WNGG will act on the report, affirm directions, and proceed with follow up and pledge collection.

Primary staffing for the study will be provided by Mary F. Lewis who will facilitate the interviews.

NBWAI has completed more than 60 studies and 50 campaigns in its first 13 years of operation.

The Process

The Internal Assessment is NBWAI's chance to get fully acquainted with the WNGG to make sure we are well able to be your ombudsmen during the campaign process. During this 1-day assessment, NBWAI will work with the Board of the WNGG to determine a list of key corporations, foundations and individuals whose support should be sought as WNGG begins its fund raising plan. The list should be representative of the service area and include key donors and Board members with the capacity and the likelihood for giving major gifts. It will be advisable to focus on foundations and corporate donors as prospects, since they have the potential to be a significant source of funds.

The list should contain up to 50 prospects from all over the greater Milwaukee area, so that as many as possible can ultimately be scheduled for interviews. Throughout this process, NBWAI will facilitate the consideration of many of these prospects for possible longer-term involvement with WNGG at varying levels.

Unless we jointly agree to a different plan of work, it will be NBWAI's task to send out the introductory letters and follow up with the scheduling of interviews.

Timing

NBWAI will facilitate this study over a eight to ten week time frame. It will flow like this:

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|--------------|---|
| Weeks 1- | Contract signed
Planning day scheduled |
| Week 2/3 - | Planning day held
Prospect list prepared
Introductory letter created and approved by WNGG |
| Week 4 - | Letters prepared and mailed
Prospect call scheduling begins |
| Week 5/6/7 - | Prospect call scheduling continues
Solicitation calls conducted
Focus groups conducted |
| Week 8 - | Report prepared and presented to Board |

PROJECT WORK BUDGET AND FEES:

Internal Assessment - 1 day @ \$1000 per day	\$ 1,000
Clerical Costs for Letter of Introduction, Contact of Prospects to Schedule Meetings	\$ 800
Up to 50 interviews @ \$250 each (see NOTE)	\$12,500
Expenses: parking, taxis, photocopies, postage, supplies, FAX, long distance, etc.	\$ 250
TOTAL COSTS:	\$14,550

PLEASE NOTE: If more or fewer interviews are desired, costs will be adjusted up or down at a rate of \$250 per interview. Once a final decision about the number of interviews is made, a MAXIMUM cost figure will be determined and agreed upon.

Schedule of Payment

Should we be your counsel of choice, we will prepare a Letter of Agreement for our joint signatures. A retainer equal to 10% of the agreed upon fees (10% of \$14,550 = \$1,455) will be due and payable with the signed Letter of Agreement. Thereafter, the balance of fees and expenses is payable in 50% increments in each of the two months of the project's implementation.

As always, we pledge ourselves to the highest standards of professionalism and to adherence to the Code of Ethics of the National Society of Fund Raising Executives. We look forward to assisting the 1997 Welsh National Gymanfu Ganu in this important step in the planning process.