

# CAPABILITY STATEMENT

**ABOUT US** / The mission of RBW Strategy, LLC is to provide public serving organizations of any size with high-quality, customized strategic fundraising consulting services. RBW Strategy, LLC is led by Rachel Werner, a Project Management Professional, Grant Professional Association Approved Trainer and Certified Grant Professional. Her team of nonprofit strategists and experts have deep knowledge of the fundraising landscape – offering strategic planning, donor research, proposal writing, general fundraising support, project management, graphic design, and evaluation as organizations maximize and build their charitable investments across multiple platforms and approaches.

## CORE COMPETENCIES

### Fundraising Planning

- Strategic Planning and Readiness Assessment
- Prospect Research
- Funder Cultivation and Engagement
- Training and Technical Assistance

### Fundraising Implementation

- Proposal and General Fundraising Writing and Editing
- Grants Management (including Federal Grants)
- Nonprofit Collateral Design
- Project Management

## DIFFERENTIATORS

- RBW Strategy is a full-service fundraising firm that specializes in fundraising writing of all kinds, and grants support across the lifecycle (planning through award management).
- In 2019, Rachel Werner was selected out of over 8,000 small businesses as a Washington, D.C. SCORE Client of the Year based on her firm's growth and strong leadership.
- Collectively, RBW Strategy team members have 130 years of professional fundraising experience—and have, combined, raised over \$160 million and have managed over \$2 billion in Federal grant awards.
- The firm is headquartered in the Washington, DC metro area, but RBW Strategy team members work virtually around the U.S. and average over 10 years of experience in the nonprofit sector.
- Since the firm's inception in 2013, the team has worked with over 80 clients ranging from international nonprofits and member associations to local municipal agencies to volunteer-led nonprofits.
- RBW Strategy team members are active members of and participate in ongoing professional development through leading associations, including the Grant Professionals Association, Association of Fundraising Professionals, and National Grants Management Association.

### POINT OF CONTACT

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### CORPORATE DATA

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