



CASE STUDY:  
**Strategic Plan and Fundraising Advice**

## Situation

The Murrysville Parks & Recreation Foundation was created several years ago to improve the parks and recreation ecosystem within a suburban municipality of more than 20,000 residents. Specifically, foundation founders identified the need for a separate 501c3 entity that could champion fundraising and grantmaking for its parks and recreational programs. While the foundation had early successes and impacts on the community, leadership felt it was time to significantly ramp-up efforts and define the infrastructure needed to do so.

## Solution

The Hill Group worked with the foundation to scope a consulting approach sensitive to their budget which included several monthly strategy development sessions, development and deployment of an online survey to gather community input, training on fundraising fundamentals, identification and characterization of potential donors, and a plan for fundraising infrastructure, outreach, and solicitation. Armed with community-driven priorities for the future of its parks and recreation ecosystem and a first-ever plan for fundraising, the foundation is poised to help move its community from good to great.

## Results

- Built consensus around strategic priorities for the future of the foundation and the community's parks
- Gained a better understanding of the fundraising process and the capacity required to sustain it
- Identified an actionable and budget-friendly plan to initiate fundraising efforts
- Rallied the board of directors around a plan for the future

## Behind the Scenes

The Foundation had existed for several years and decided it wanted to increase its impact, which would require new thinking about its strategy and structure. A supportive Mayor, Council, Board, and staff seized strategic planning as an opportunity to pivot the Foundation from a passive recipient of irregular gifts to

## CLIENT

MURRYSVILLE PARKS &  
RECREATION FOUNDATION

## INDUSTRY

FOUNDATION  
NONPROFIT  
GOVERNMENT

## PROJECT

STRATEGIC PLAN AND  
FUNDRAISING ADVICE

to a proactive fundraiser and community leader that could help create the region's best parks and recreation ecosystem. The Hill Group helped envision this new reality through training and planning.

## About The Hill Group, Inc.

Founded in 1953, The Hill Group, Inc. is a premier provider of management counsel, specializing in strategy, execution, and measurement. Our team of consultants has deep experience across several industries, enabling our team to draw on best practices from a variety of sectors to help our clients grow, innovate, and achieve maximum potential.

**Strategy** – *Envisioning an organization's future, capitalizing on its opportunities, identifying strategic priorities, and implementing positive change.*

- Strategy Development
- Decision Support and Analysis
- Strategic Planning and Management
- Business Planning and Feasibility Assessments
- Mergers, Acquisitions, and Strategic Alliance Planning
- Market Research and Analysis

**Execution** – *Ensuring that an organization is efficiently and effectively utilizing its resources to its full potential.*


- Process Improvement and Innovation
- Business Model Development and Resource Allocation
- Financial Assessment and Management
- Turnaround, Business Transformation, and Change Management
- Governance Assessment and Development

**Measurement** – *Increasing an organization's performance through measurement and continuous improvement.*


- Measurement
- Business Analytics and Intelligence
- Economic Impact Assessment
- Employee Opinion, 360-Degree Feedback, and Service Quality Surveys
- Industry Benchmarking Surveys

## Contact Us Today

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