



Thank you for your interest in applying for IKF's 2023-2024 client cycle!

A little background on how IKF likes to operate: We know that you are under-resourced in your mission to do good. Consider IKF as an extra pair of qualified hands. Well, 11 pairs of qualified hands to be specific. In the application, we will ask you to identify what your top goals are for the next 6-18 months. Our best clients are those whose goals align with our skillsets and interests, which allows us to seamlessly plug in and work together to amplify their community impact. It's like a courtship: do a potential client's goals align with our collective skillset, and will working pro bono on those goals fill IKF's bucket? This is why we need you to be as specific as possible regarding your goals.

Some of our favorite projects are listed below to help illustrate where goals, skillsets, and buckets aligned beautifully and IKF helped amplify a client's impact (and everyone had fun doing it):

- One part of a client's strategic plan was to start a telemedicine program. In one short call, IKF helped to re-frame their existing thinking. The program launched pre-COVID, and the client was ready when the pandemic hit.
- Another client knew a \$10K grant was up for grabs - all that was needed was a winning, 5-minute video submission. IKF crafted a fresh, heartfelt script, suggested the scene/backdrop, and layered in existing footage. The client won!
- One client had already gone through a rebranding exercise. IKF amplified that work by brainstorming tag lines, suggesting ideas for social media, and contacting media outlets.
- Another client was interested in a media blitz surrounding a 45th-anniversary event. IKF worked with local media contacts to garner placement in *Walter, Midtown* and *Raleigh Magazine*.
- Several clients have requested an increased social media/digital presence. IKF's response was to create mini arsenals of 30-60 second video clips that served to support donor engagement and to thank volunteers, donors, and stakeholders.
- One client had already secured a venue, a caterer, and a speaker for their fundraiser. IKF amplified the event and impact by making suggestions and organizing an additional fundraising activity.

The above are examples of projects that clients and IKF found mutually impactful and enjoyable. It is also valuable to give examples of work we do not do:

- We are not a funding organization. Our work is strictly in-kind.
- We do not replace volunteers. Tasks that are necessary to run a nonprofit - stuffing envelopes, making donor calls, etc. - are best done by a nonprofit's volunteers.
- We are taking a break from creating branding videos. While IKF acknowledges that longer, informational videos have become important vehicles, we are on hiatus for 2023 – 2024 from creating longer branding or informational videos.
- We do not write strategic plans. IKF can help implement portions of a strategic plan if it's a good fit for our skillsets and interests, but the plan writing is best done by a nonprofit's Board or a hired agency.
- We do not provide operational assessments. IKF is able to look at an existing operational assessment and potentially help if a specific portion is a good fit for our skillsets and interests.
- We neither serve as nor recruit Board members. IKF recognizes the often-ubiquitous need for Board development and recruiting and believes this work is best done by the current Board or a hired agency.