



Nonprofit Business Development

Organically Grow Your Non Profit Niche

Flashpoint Marketing is a business development and lead generation firm that specializes in non profit niche development. We work with CPA, CA and other accounting organizations to develop a pipeline of non profit opportunities. Our role is to reach out to executive leadership to engage them in conversation to assess needs, determine issues and challenges. The focus of the interaction is to educate the prospect on your service offerings and position the firm for immediate, short and long term opportunities.

Why Flashpoint?

The nonprofit niche is one of our core areas of expertise. We have significant experience in business development and lead generation for nonprofit organizations. Our professionals have been working for over ten years identifying prospects, delivering key marketing messages and positioning firms for opportunities.

Members of our staff are intimately familiar with the issues each type of nonprofit faces from local charities to national associations. As a result, we are able to professionally represent your firm to any nonprofit executive or board member.

For additional information on our nonprofit business development programs please contact us at **888.428.6524** or info@flashpointmarketing.biz.

flashpointmarketing.biz.

FLASHPOINT
MARKETING

What We Can Do For You

- ▣ **Effective Communication:** Through a mix of direct mail, email marketing and executive telemarketing, we position your firm for key opportunities with prospects. Our role is to engage prospects in conversations about issues, challenges or other items which might be underlying the need for change.
- ▣ **Lead Qualification:** Through contact with Executive Leadership of members of the Board of Directors, Flashpoint ensures your firm is aware of opportunities throughout the organization. Whether you are seeking to conduct the audit, provide tax services or any number of relevant advisory services, our professionals knows the right questions to ask to properly assess the opportunity.
- ▣ **Consistent & Focused Follow Up:** The strength of our program lies in with the consistent follow up and communication with prospects. We understand your firm's professionals are focused on meeting client obligations and service deadlines. As a result, we maintain a focused follow up effort to ensure new opportunities are identified and existing ones are appropriately managed.

The end result of our program is qualified opportunities interested in meeting with key members of your firm to discuss how you can assist. Whether you are seeking accounting, assurance, tax or specialized advisory services, we can help direct your firm's growth.



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