

Markets Served: Nonprofit

Nonprofit organizations can no longer afford to prepare for the future within the confines of a traditional planning framework. That means evaluating current services and resources against a clearly defined performance matrix built on a solid and specific mission -- and looking for every opportunity to diversify funding streams, increase efficiency through partnerships, and reduce reliance upon unsustainable revenue sources. The most essential resource nonprofits can tap is their people, and catalyzing them through a sharpened focus will ultimately increase their support.

We Strengthen Nonprofits

Wendt Partners clients in the nonprofit space recognize that fundraising, mission advancement, employee development and coordination of new initiatives must all be part of an organized and carefully orchestrated program in order to be sustainable. When an integrated approach is applied, new partnerships become possible, greater impact is achieved and the organization is better positioned in its resource development efforts.

Our commitment to applying business thinking to the nonprofit equation has some unique advantages. It allows us to perform an environmental scan that honestly compares an organization to its 'competition' and it enables us to examine the organization's 'product' realistically in terms of its perceived value, quality and impact. The result is a strategic approach rooted in reality and therefore capable of supporting new directions effectively over time.

Selected Clients: Nonprofit

- ASSETS Lancaster
- Capital Area Intermediate Unit
- Center for Farm Transitions
- Civil War Trails
- Drug Free Pennsylvania
- Library System of Lancaster County
- Partnership for Career Development
- Southcentral Pennsylvania Intermediary Network
- STEM Center Initiative
- TechQuest Pennsylvania
- Town & Country Day School

Nonprofit

strategic consulting

branding & messaging

organizational development

integrated communications