

# Case Study

# Leveraging Diversity for Fundraising

## SCENARIO

A prestigious cultural organization suffers from declining revenues and audiences because it is perceived as unwelcoming.

## SOLUTION

VEGA Partners provided key insights, critical feedback, and a multi-layered approach for fundraising and communications.

Strategies included enabling staff capacity, identifying practices that reinforced inclusivity, and engaging public and private audiences that helped to reverse misperceptions.

## RESULTS

Within six months the organization saw increased revenue and audience. It is viewed as welcoming and has a continuous pipeline for leadership volunteers.

