



NON-PROFIT CONSULTING SERVICES

Over the past 20 years, RLO Consulting has enjoyed the opportunity to work with many non-profit organizations as a paid consultant and as a pro-bono volunteer. During that time Richard Oleff, the principal at RLO, has acquired tremendous knowledge of the inner-workings of non-profit organizations and has developed a plan to help increase revenue and reduce expenses.

RLO has developed a “Non-Profit Tool Kit” and is very confident that any fees paid to retain our services will be recouped by the non-profit organization by using this tool kit.

RLO has produced or assisted in production of events to benefit dozens of charitable organizations, including the following:

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|---|---|--|
| Make-a-Wish Foundation of Illinois | Northwestern Memorial Hospital | Leukemia Research Foundation |
| Kohl Children's Museum | Bears Care | Cheli's Children Foundation |
| Children's Memorial Hospital | Rolfe Pancreatic Cancer Foundation | North Suburban Special Recreation Association |
| March of Dimes | Cystic Fibrosis Foundation | Ilitch Charities for Children |
| Athletes for Causes Foundation | American Hearing Impaired Hockey Association | District 31 Education Foundation |
| Glencoe Youth Services | Judy Dlugie Memorial Fund | TED Fund |
| CHOC Children's | Keshet | Center for Enriched Living |

just ask!

TESTIMONIALS

“Richard has been a huge asset to our organization. He has helped reduce expenses and increase revenue for various events and has even been a live auctioneer at our annual golf outing. His involvement with Make-a-Wish has been invaluable.”

Debbie Purcell

Director of Events, Make-a-Wish Foundation of Illinois

“When Richard Oleff joined our Board of Governors, he helped significantly increase net profits for our annual golf outing in his first year. His knowledge and expertise were incredibly important to help with our growth. “

Sheridan Turner

President and CEO, Kohl Children’s Museum

“RLO Consulting ran the auction and raffle in our golf outing for 5 years prior to taking over as the Tournament Director and was not only a great person to work with, but brought a ton of experience to the table. He allowed me to not worry about my event and to relax and have a great time. He helped us raise well over \$1,000,000 during the 8 years he worked on the event.”

Chris Chelios

Cheli’s Children Foundation

“RLO Consulting has been instrumental in the success of our Foundation. We’ve worked with many professional athletes over the past 10 years and Richard’s excellence in operations has been a big factor in helping us distribute over \$250,000 to various charities.”

Marco Maricano

President, Athletes for Causes Foundation

CHELI'S CHILDREN FOUNDATION GOLF OUTING



Chris Chelios, Eddie Vedder, Laird Hamilton and other guests at golf event



Jeremy Roenick, Chris Chelios, Michael Jordan and Kid Rock enjoying the VIP pre-party



Mark Giangreco and Bobby Hull at live auction



CHARITABLE EVENTS



BMW



JEEP



INFINITI



RLO'S EXPERTISE

RLO prides itself in its ability to customize a plan to help any non-profit regardless of their size, fundraising goals or time in existence.

There are many “tools of the trade” that RLO Consulting has learned about and developed for the non-profit industry. The secret to RLO's success has been taking these tools and implementing them in the industry.

RLO Consulting will teach you to do exactly that. Everyone has the potential, they just need the tools to succeed.

just ask!

RLO's Non-Profit Tool Kit

Through 20 years of experience, RLO Consulting has developed the tools to help any non-profit in the following areas:

- 1. Establish Board of Directors**
 - Recruit and manage
 - Establish goals
 - Motivation to achieve those goals
- 2. Strategic planning**
- 3. Budget development**
- 4. Launch a successful fundraising plan**

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RLO's Non-Profit Tool Kit (cont)

- 5. Develop fundraising partnerships**
- 6. Creation and implementation of fundraising ideas**
- 7. Building and using volunteer base**
- 8. PR Campaign**
- 9. Advertising**
- 10. Website development and maintenance**
- 11. Marketing**
- 12. Social Media**
- 13. Branding**

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RLO's Non-Profit Tool Kit (cont)

14. Create and manage fundraising events which includes

- Develop Event Concept
- Create budget
- Caterers
- Vendor negotiations
- Insurance
- Solicit sponsors and auction items
- Volunteers
- Secure Live Auctioneer
- Assist in securing auction and raffle items
- Set-up auction/raffle and closeout

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Summary

RLO Consulting can customize a program to fit your needs, which can include any or all of the items listed on the RLO Non-Profit Tool Kit.

Please feel free to contact Richard Oleff at 847-409-7171 or roleff@rloconsulting.com if you have any questions about RLO's Non-Profit Consulting Services.

just ask!