

THE KAL FIRM



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ABOUT

The KAL Firm empowers non-profits to achieve lasting change through strategic consulting, leadership development, and philanthropic guidance.

ROLE

Business Analyst

Opportunities & Skills:

- Network with tri-sector leaders
- Curation of analytical and research skills
- Leadership development
- Experience with Excel
- On-site visits



Roles and Responsibilities:

- Create marketing and fundraising plans for 4 separate nonprofit organizations
- Schedule internal audit meetings, conduct external market research
- Network with professionals and conduct surveys to tailor recommendations

CLIENTS



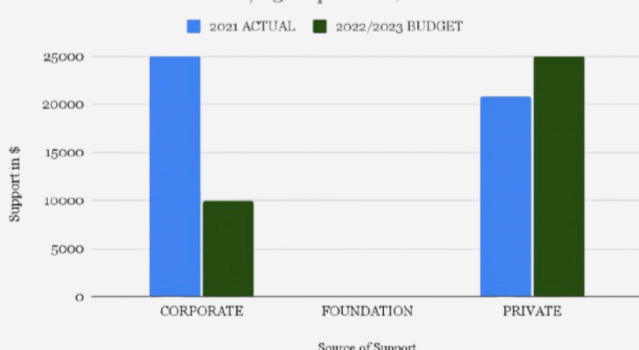
KEY TAKEAWAYS

Major Findings, Recommendations, and Solutions Discovered:

- Built a donor tracking system to help with revenue diversification strategy
- Formulated marketing strategies to increase engagement
- Developed a tier membership system to increase revenue
- Provided strategic partnership proposals with Fortune 500 companies and Atlanta native organizations

Examples of key client insights from organizational audit data:

ADAMA's 2021 vs. 2022/23 Support in \$'s



of Individual Donors vs. Organizational Donors

