

## Our Principals



**Shannon Schweigert, Principal**  
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Shannon@PaceFundraising.com

With a passion for organization and detail, the majority of Shannon's career has been spent as a professional fundraiser. His experience as a writer and broadcaster are reflected in his ability to craft precise, motivating messages encouraging financial support of worthy causes.

In addition to communications, his role at PACE is that of check-list master, keeping campaign's efficient and on schedule. He believes precision and attention to detail ultimately determine success.

Shannon and wife Holly have two grown children and have lived in the Fargo Metro since 1997.



**Michael Overby, Principal**  
(701) 371-1701  
Michael@PaceFundraising.com

Michael enjoys raising money. It's the only job he has ever had. From

his first position out of college through his time with a university foundation and into his current tenure as a consultant, he has amassed an incredible network of leaders who call upon his skills to fund their missions.

At PACE, Michael leads the personal side of fundraising, coordinating volunteer team functions: engagement, education, and advice. His success at building lasting relationships gives PACE clients unique advantages.

Michael and his wife Amy have six children and live in St. Paul.

## Complete Capital Campaign Management

*Feasibility & Planning Studies*

*Strategy Development & Advancement*

*Prospect Identification & Ranking*

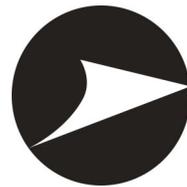
*Marketing & Communications*

*Volunteer Team Management*

*Asset-based Giving Advisory*

*Gift Planning Advisory & Facilitation*

Field-tested consultants using proven proprietary systems and processes are an advantage to PACE clients. We are innovative problem solvers with decades of experience in the field; side-by-side with our clients. PACE keeps its project teams nimble, with only the most experienced sub-contractors called in when necessary. This flexibility assures that you are getting the best expertise at the right time, the right way, at the right price: a seamless team of professionals, all working strategically in one direction.



**PACE**  
**FUNDRAISING**

Fargo • St. Paul

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**PACE**  
**FUNDRAISING**  
**Enjoy the Raise.**



## Our Mission

Winning transformational fundraising campaigns through systems and processes which make the effort enjoyable for all: donors, volunteers and executives.

## Operating Values

**Organization** - Fundraising is both *Art & Science*. The science is applied through proper organization. A properly organized and executed campaign begins with setting the appropriate expectations for all involved. PACE Fundraising has developed and utilizes a number of proprietary systems and processes that we believe are competitively advantageous to your organization.

**Communications** - PACE Fundraising takes pride in its ability to master campaign communications: the art of fundraising. Nothing is more critical in your campaign than the ability to effectively convey your case for support to the public, prospective donors, and internal constituencies. In addition, communication between campaign management and volunteer team members can be the difference between winning and losing a campaign. PACE employs proprietary communications systems for the advantage of your campaign.

**Momentum** - PACE's history of winning capital campaigns is attributed to its unique processes and systems that build campaign momentum, thus success. Our campaigns are designed to achieve early success for campaign volunteers. The cultivation sequence is based upon a prospect's propensity to give rather than their relative capacity. Early success instills confidence in volunteers, executives, and board members. That confidence is transferred to the greater constituency, creating momentum and greater likelihood for obtaining gifts from prospects more distant from the organization. Finally, we are meticulous in tracking campaign progress with sequenced communication with volunteers, executives and governing boards. At any point in time, we know where your campaign is and can make valuable projections on its progress, allowing for adjustments when necessary.

**Experts in the Field** - The art of fundraising is applied through proper cultivation and solicitation methods in the field. Perhaps the most glaring difference between PACE and its competitors is our penchant for assisting your organization "in the field." PACE principals are field-tested having served organizations as executives in direct face-to-face fundraising. As part of your campaign, *we won't go alone, but we will go with you in the field* during cultivation and ask meetings for select prospects. Your prospects appreciate seeing the passion for the project in the eyes of volunteer community members. We will be side-by-side with you providing technical support alongside your executive team, volunteers, or board members who are cultivating prospects. Most consulting firms will not go into the field. We do, because we enjoy fundraising.

**Enjoyable** - Principal Michael Overby is known for saying, "*Fundraising is never easy, but organized properly, it can be enjoyable.*" This belief is an operating tenet for PACE Fundraising. Everything we do is aimed at making the fundraising process enjoyable for donors, volunteers, and executives.



## The PACE Difference...

- **Leadership.** We work with you every step of the way, giving you the confidence and tools to meet or exceed your goal.
- **Adaptation.** Our role is to merge your vision with our experience, proven systems, and processes to win your campaign in the most efficient way possible.
- **Customization.** Your capital campaign will match your organization's identity and priorities, within the boundaries of your resources. It is *your campaign*.
- **Results.** Our team has raised more than \$300 million for organizations with great missions just like yours.

***PACE wins  
capital campaigns.***