



Flathead County Library

Kalispell, Montana

Submitted by: BrandRaise

Contact: Brianna | brianna@brandraise.co

Website: www.brandraise.co

Submitted to: Teri Dugan, Library Director, Flathead County Library

Date Submitted: March 25, 2026



1. Firm Overview

BrandRaise exists to bridge the gap between branding and fundraising, helping nonprofits build sustainable support systems that strengthen communities and drive long-term impact. We walk alongside organizations as strategic partners, helping them connect brand clarity with fundraising confidence, even with lean teams and limited resources.

We specialize in working with organizations at pivotal fundraising moments: completing a capital campaign, rebuilding major gifts momentum, or stepping into a new phase of growth. Our approach is always centered around relationships, grounded in the community, and built for long-term sustainability.

We understand that rural and community-based organizations operate in tight-knit donor networks where trust, reputation, and relationship matter more than any campaign tactic. Because of this, we show up as a thoughtful partner, ready to listen, adapt, and build something that fits you.

2. Proposed Approach

Our approach is designed to connect brand clarity and fundraising strategy from the very beginning, ensuring that each phase of the campaign is grounded in alignment, consistency, and purpose.

We begin with a Campaign Readiness Study that goes beyond assessing capacity. Within the first month, we will conduct a Brand and Major Gifts Fundraising Audit to understand your current messaging, positioning, and donor engagement practices. This will give us a clear picture of what is already working, where there may be gaps, and what needs to be strengthened to support a campaign at this scale.

Using those insights from the study, we lead a series of brand strategy workshops to align your team around your core audiences, positioning, and campaign message. This includes developing a clear theory of change that connects the project to long-term community impact. From there, we create a complete campaign brand identity, establishing the visual and messaging standards that will guide all communications moving forward.

With that foundation in place, we develop your case for support through a collaborative, question-driven process. This work is intentionally thorough, helping your team clearly articulate what you are doing, why it matters, and how it will make a difference. The case is then validated through structured conversations with committee members and their networks, allowing you to gather meaningful feedback while also building early awareness and connection within the community.

Throughout each phase of our work, committees play a central role. From the Study Committee to Steering and Communications, we create structured opportunities for Board members and volunteers to engage in relationship-building, provide input, and help move the campaign forward. This approach ensures that momentum is shared, not concentrated, and that the campaign reflects the voices and perspectives of the community it serves.

The result is not only a well-executed campaign, but a stronger, more aligned organization with deeper community connection, clearer messaging, and a sustainable approach to fundraising that extends beyond this effort.



Phase 1: Campaign Readiness Study

A Campaign Readiness Study assesses whether your organization and community are ready to support a capital campaign, and at what scale. It answers the questions your Board needs answered before making a major financial and reputational commitment: Is the goal realistic? Does the community trust us enough to give? Who are our likely donors and leaders? How does our community feel about a bond supporting the library, and are we positioned to lead that conversation?

Key activities:

- Conduct a brand and fundraising audit
- Recruit a Campaign Readiness Study Committee of 8-10 community leaders, whose perspectives can also serve as an early sounding board for bond-related messaging and community concerns
- Run a Study Summit of 65-75 interviews, 9 focus groups of 8-10 members, and a public survey
 - *No solicitation happens during the study; participants are asked for their honest input including intentional questions around community awareness of and receptivity to the bond, so the data we collect will inform both your philanthropic campaign and your bond communication strategy*

Key deliverables:

- Brand and fundraising audit report
- Campaign Readiness report covering community awareness, bond philanthropic propensity and giving capacity, economic conditions
 - *A dedicated section on bond sentiment will capture what we heard, what it means, and how to act on it as you move into public outreach.*
- Recommended campaign goal range
- Gift pyramid
- Ideal campaign timeline



Phase 2: Pre-Campaign

This is the longest and most foundational phase, where everything gets built before a single ask is made. It covers organizational readiness, brand development, committee recruitment and training, case statement creation and validation, and donor prospect development. The goal is to ensure that when you enter the Silent Phase, your organization, committees, materials, and relationships are all ready to move with confidence.

Key activities:

- Brand strategy workshops (3)
- Theory of Change workshop (1)
- Donor engagement workshop (1)
- Fundraising clarity workshops (2)
- Monthly committee meetings (11+)
- Donor recognition workshop (1)
- Case statement workshops (2)
- Case statement validation
- Weekly progress meetings with library team

Key deliverables:

- Campaign brand strategy guidebook and message scripts
- Theory of Change
- Donor engagement journey map
- Organization messaging framework and scripts
- Campaign visual brand identity artwork and style guide
- Gift table and giving levels
- Solicitation training and documentation for team, Board and volunteers
- Donor recognition plan and matrix
- Fully designed case statement (through multiple drafts and validation)
- Active committees recruited and trained (Leadership, Steering, Prospect, Case and Communications)



Phase 3: Silent

The Silent Phase is a private, concentrated solicitation period focused on securing the largest gifts first aligned to the gift table, before any public announcement. Committees work their prospect lists, solicitations are reviewed and refined each month, and new prospects are identified to keep the pipeline moving. No public-facing campaign activity happens here; the work is relational and personal.

Key activities:

- Monthly committee meetings (10+/-)
- Weekly progress meetings with library team

Key deliverables:

- Active solicitations underway with priority prospects
- Monthly prospect list reviews and new prospect selection
- Progress tracking and reporting
- Ongoing committee meeting support and coaching

Phase 4: Public

The Public launch happens when the campaign reaches 60-70% of its goal, and broadens the campaign to the wider community. Momentum built in the Silent Phase, both in dollars raised and relationships cultivated, is leveraged to inspire broader participation. New Steering Committee members may be added post-launch to sustain energy and expand reach.

Key activities:

- Monthly committee meetings (6+/-)
- Weekly progress meetings with library team

Key deliverables:

- Public campaign launch event, including a 5-minute video
- Expanded committee engagement
- Ongoing solicitations and donor stewardship
- Campaign communications and community engagement
- Progress tracking through campaign close



Phase 1 and 2 Integration: Bond Communications Campaign

Note: *This timeline assumes the bond must pass before the project's Silent Phase begins.*

Recommended Order of Activities

1. Campaign Readiness Study
2. Bond Communications and Pre-Campaign (*concurrent*)

Bond Communications Campaign

Communications

- Website landing page
- Email marketing campaign
- Social media ad campaign
- Digital and print marketing campaign

Public Relations

- Targeted PR campaign

Key Deliverables

- Digital and print communications strategy
- PR strategy
- Email marketing strategy



3. Project Team

Brianna Pyka

Fundraising Strategist • Capital Campaign Guide • Relationship Builder
Primary consultant

Brianna brings over a decade of experience leading capital campaigns, major gift strategy, and annual fundraising. She's helped raise more than \$15 million for organizations across the country, always through approaches rooted in clarity, connection, and care.

At BrandRaise, Brianna leads the external side of client work: guiding campaign strategy, facilitating major donor outreach, and coaching nonprofit leaders to ask with confidence and authenticity. Clients describe her as steady, strategic, and quietly powerful - a partner who brings both momentum and peace of mind to every step of the process.

Kelly Wittman

Brand Strategist • Systems Thinker • Storytelling Guide
Primary consultant

Kelly helps mission-driven teams communicate clearly, consistently, and confidently. With a background in nonprofit communications and more than 10 years of experience in brand strategy and design, she knows how to bring order to chaos and help teams speak with one unified, authentic voice.

At BrandRaise, Kelly leads brand strategy, messaging development, and internal operations - ensuring every client project is grounded in clarity and built with care. She's known for her collaborative spirit, eye for systems, and ability to turn big ideas into tangible tools and action steps.



4. How We Work Together

Most of this engagement takes place virtually, and that's by design. Over the years, we've learned that meaningful volunteer and committee engagement doesn't require everyone to be in the same room. It requires the right combination of learning, connection, and conversation. Our virtual sessions are built around information-rich presentations that give your team the context and confidence they need, and genuine relationship-building moments that make people feel like part of something worth showing up for. The result is a process that respects everyone's time while keeping energy and investment high from start to finish.

While our primary mode of delivery is virtual, we know that some moments call for being in the room. This is why we've included four in-person engagements:

- **Readiness Study Project Kickoff (2 days):** An in-person start to the engagement, setting the tone and building the working relationships that will carry us through the study.
- **Campaign Project Kickoff (3 days):** An in-person launch of the campaign phase, reconnecting the team and building momentum heading into the next chapter of the work.
- **Two additional site visits (3 days each):** Scheduled at key milestones, moments when being in the room together feels right, or when the team and volunteers could use a boost of energy.

Being present for those conversations changes the quality of what we hear and how people show up. We take that seriously, and we've built it into this process because we believe it's worth it.



5. Timeline Options

SCENARIO 1

2027

July - November 2027
Readiness Study • 5 months

2028 - 2029

January 2028 - February
2029
Pre-campaign phase • 14
months

Bond vote • November 2028

2029

March - December 2029
Silent phase • 10 months

2030

January - August 2030
Public phase • 6 months

SCENARIO 2

2026

July - November 2026
Readiness Study • 5 months

2027 - 2028

January 2027 - February
2028
Pre-campaign phase • 14
months

Bond vote • November 2027

2028

March - December 2028
Silent phase • 10 months

2029

January - August 2029
Public phase • 6 months

SCENARIO 3

2026

July - November 2026
Readiness Study • 5 months

2027 - 2028

January 2027 - February
2028
Pre-campaign phase • 14
months

2028

March - December 2028
Silent phase • 10 months

Bond vote • November 2028

2029

January - August 2029
Public phase • 6 months



6. Recommended Timeline: Scenario 3

Flathead County has spent nearly a decade working toward this moment. You have a Foundation Board energized and ready to act, a lease deadline creating healthy urgency, a construction timeline pointing to 2029, and a community that recently proved it will vote yes on a bold ask. The \$3M Bigfork Library campaign demonstrated that private philanthropy works here. Now you're stepping into something significantly larger, and the sequencing of how you get there matters.

During our proposal walkthrough meeting, we heard something important: Flathead County voters will be more likely to support a bond when they see lead donors already committed to the project. That insight is the foundation of Scenario 3.

Scenario 3 starts in 2026 and follows the same early path as Scenario 2, with a Campaign Readiness Study that simultaneously gauges private philanthropic capacity and community bond sentiment, followed by a pre-campaign phase that builds the organizational foundation, donor relationships, and campaign infrastructure. But rather than going to voters during the pre-campaign phase, Scenario 3 moves into the silent phase first. By the time the bond vote arrives in November 2028, your lead donors will have already demonstrated their confidence in this project. The community won't be asked to take a leap of faith, but join something already in motion.

The bond vote then becomes the bridge into the public launch. At 60-70% of the private goal, and assuming the bond has passed, the full community has another reason to show up. Private philanthropic leadership and public investment cross the finish line together.

The November 2028 bond timing also reflects the realities on the ground. The jail bond that recently passed means property tax impacts won't be fully visible to voters until fall 2026. Commissioner alignment and approval takes time, and a 2029 construction start requires a bond vote no later than 2028. Scenario 3 respects all of that without sacrificing the momentum you have right now.



7. Investment

We believe in full transparency around the true costs and commitments required for successful fundraising for a \$10M capital campaign. Below is our proposed pricing, structured to reflect the phased nature of this engagement.

Campaign Readiness Study total: \$35,000

- \$7,000 downpayment

Campaign cost total: \$305,000

- \$61,000 downpayment

Phase	Timeframe	Duration	Monthly Estimated Payment*
Campaign Readiness Study	Month 1 - 5	5 months	\$5,600 (5)
Pre-Campaign	Month 6 - 19	14 months	\$12,200 (14)
Silent Phase	Month 20 - 29	10 months	\$4,880 (10)
Public Phase	Month 30 - 35	6 months	\$4,066 (6)

**After 20% downpayment*

Payment Terms:

- Payment is due monthly.
- The Campaign Readiness Study and the capital campaign are two separate contracts. Each requires a non-refundable 20% deposit to initiate onboarding.
- Remaining fees for flat-fee phases are invoiced in monthly installments throughout the engagement.
- If the campaign goal is reached ahead of schedule, the contract concludes at that time.

**Additional Campaign Expenses:**

Based on your campaign goal, the estimated budget of \$30,000 is needed to cover bond communication expenses (est. \$10,000) and campaign expenses, including printing, postage, and supplies (est. \$5,000) and posting and public launch event expenses (est. \$15,000). Further details can be provided upon request.

While this is our recommendation, we always work within what's realistic for your organization. If your budget looks different, we'll have an honest conversation about what's possible. Together, we'll find an approach that works for you. A great campaign shouldn't be out of reach simply because of resource constraints.



8. References

Brianna, co-founder and BrandRaise's capital campaign lead, brings direct experience spanning small towns, rural communities, and complex public-private partnership campaigns. She understands the nuance of fundraising in tight-knit communities where donor networks are limited, trust is everything, and the ask has to be grounded in real relationships.

That campaign fluency is paired with active, current brand work. BrandRaise is presently serving as brand consultant for a \$35 million capital campaign in Minneapolis, developing the visual identity and solicitation materials that will carry their effort into its public phase.

What we bring to Flathead County is the same combination of rigorous brand thinking paired with campaign experience that only comes from having done this work in communities with similar dynamics.

We offer the following references who can speak to the quality of our work, our integrity, and our ability to deliver results in community-centered environments:

Kim Hennings

Deputy Director, LE Phillips Library, Eau Claire, Wisconsin
kimberlyh@eauclaire.lib.wi.us or 715-839-6225

Kim can speak directly to what it looks like to lead a public-private partnership library campaign, navigating blended funding and making the case for what a library is truly worth to a community.

Capital campaign goal: \$7M for a public-private partnership led initiative to expand and build the third floor of the LE Phillips Memorial Public Library

Mike Cohoon

Executive Director, Hope Village Chippewa Falls, Chippewa Falls, Wisconsin
Director@HopeVillageChippewaFalls.org or 715-210-5405



Mike can speak to running a campaign that wove together government funding and private philanthropy over an extended time period, and what it takes to bring a whole community along with full transparency on the finances.

Capital campaign goal: \$2.8M for affordable housing for a tiny home community that supports the unsheltered

Kim Schultz (current client)

Executive Director, The Next Page Learning Center, Steamboat Springs, Colorado
info@nextpagelearning.org or 970-367-7670

Kim can speak to the work of simplifying a compelling story so donors can clearly see the growth, the need, and the opportunity in front of them.
Annual fundraising goal: \$240,000 to support student scholarships, in-school tutoring and capacity-building



9. Next Steps

Confirm that you'd like to move forward with the Campaign Readiness Study via email. We will have a contract and invoice over to you within one business day. Once the contract is signed and the deposit received, onboarding will begin within five business days. Thank you for this opportunity and we look forward to answering any questions.

A quick note on timing: We do onboard clients in the order a contract is confirmed, which means your start date is tied to when we hear from you. If July feels right, we'd encourage you to move forward, not because of pressure, but because the momentum you have right now is worth protecting. The Campaign Readiness Study downpayment will reserve your start date.

With gratitude,

Brianna Pyka and Kelly Wittman

Founders, BrandRaise

brianna@brandraise.co • kelly@brandraise.co