



[www.crossroadsatlanta.org](http://www.crossroadsatlanta.org)



“After an extensive search from a pool of over 100 candidates — Crossroads Community Ministries chose Carol Redman to help us grow through ‘top down’ strategic fundraising, broad-based friendraising, marketing and communications.

Our first year working with Carol was like a rocket ship ride — many significant accomplishments were achieved which are highlighted below.”

Stan Dawson  
Executive Director  
Crossroads Community Ministries

### **Strategic Planning**

Crossroads created — and is implementing — a three-year Strategic Plan. Our Board was actively involved and the Strategic Plan is now an invaluable tool within the organization — and also key in our meetings with major funding sources.

### **Branding / Marketing / Communications**

Thanks in part to generous in-kind donations from talented professionals — Crossroads created a new logo and tagline which, in seconds, tells people who we are and what we do. We consistently branded all collateral materials, published our first-ever newsletter — and implemented a vibrant, Internet-based, cost-effective new website.

### **eTapestry**

We also implemented eTapestry — which provides us with cost-effective, integrated, Internet-based fundraising, reporting and communications technologies. With fundraising technology as its core competency — eTapestry does all data back-ups and software upgrades; and provides us with a solid, reliable, integrated foundation for our donor database and integrated communications.

### **Bottom-line Results**

During the worst recession since the Great Depression — Crossroads was able to increase its revenue by 23%, while most nonprofits cut their revenue goals and many have struggled. This fiscal year we are on target to sustain that revenue increase — and we have secured additional funding to enhance our programs and services.



**redman**

**Strategic, bottom-line results  
fundraising and communications**

**[www.carolredman.com](http://www.carolredman.com)**