



## Planning for Growth: Boston MedFlight

### ***Client and Opportunity:***

Boston Medflight (BMF) , a 24/7 accredited nonprofit critical care transport service, extends the services of Boston hospitals to citizens throughout New England. Facing unprecedented growth opportunities, but lacking the development infrastructure to support expansion, BMF turned to CRI to undertake a comprehensive development assessment and to create a scalable, actionable development plan that would make this expansion both feasible and sustainable.

### ***Strategic Approach:***

CRI began with a top-down review of all aspects of BMF's fundraising operations, including personnel, organizational and volunteer culture of philanthropy, and historic revenue sources. We then used the study findings to inform the recommendations contained in a strategic development plan designed to align BMF's development operations with their growing opportunities. Part of this plan included recruiting for BMF's first Vice President for Development and the use of targeted mailings for fundraising and development of a major gifts pipeline.

### ***Outcomes:***

- BMF development operations re-engineered to support double the previous activities; organization has grown from \$203,000 pre-engagement to \$3.2 million today
- Top tier talent Jay McGovern from MGH recruited and hired as VP, Development

### ***Services Provided:***

Organizational audit, strategic planning, executive recruitment, and direct mail

