



KETCHUM

Fact Sheet: Ketchum, Inc.

No other fundraising firm has conducted more successful philanthropic campaigns. According to recent objective research, Ketchum is the most recognized name in not-for-profit fundraising.

- ❖ Ketchum has helped raise more than \$13 billion for not-for-profit clients
- ❖ Ketchum has served clients in education, healthcare, the arts, community services, social services, youth services and religious organizations on over 10,000 occasions
- ❖ As a leader in the industry, Ketchum has trained thousands of professionals and volunteers in the fundamentals of fundraising and donor stewardship
- ❖ Ketchum has played a major role providing research on philanthropy and maintaining the ethics of the profession
- ❖ Carlton G. Ketchum co-founded Ketchum in 1919. He was also the co-founder of Ketchum, MacLeod and Grove, which became Ketchum Communications. Ketchum Public Relations is one of the ten largest public relations organizations in the United States
- ❖ We are counselors and organizers, but not solicitors of funds

Services

Major Gift Development; Campaign Management; Audits; Planning Studies; Planned Gift Development; Board and Volunteer Leadership Development; Communications Counsel; Staff Development; Strategic Planning; Annual Giving Programs; Funding Proposals and Presentations to Foundations and Corporations; Donor Relations and Stewardship Development; Post-campaign Counsel

Selected Clients

Academy of Motion Picture Arts & Sciences, Los Angeles
Auburn University, Auburn, AL
H. Lee Moffitt Cancer Center, Tampa, FL

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