

Season Highlights

Reflections from Lassiter & Associates

— Spring 2019 —

Its All about the Story

With projects from Virginia to Buffalo, Baltimore-based general contracting and architectural millwork firm Mahogany, Inc. is growing! And to take their business development activities to the next level, they hired Lassiter to produce a marketing video. With regional and national customers in mind, Lassiter worked with Mahogany to develop a strategic branding and marketing video that speaks to their target audiences, showcases the company's expertise, and demonstrates its commitment to excellence and the communities it serves. Lassiter produced the video from concept to the final product, developing targeted marketing messages, coaching Mahogany's leadership team, and leading a talented video and editing crew. We thoroughly enjoyed learning about the breadth of Mahogany's construction experience and coordinating all of the details to conduct videotaped interviews with Mahogany clients: **Calvin Butler, CEO of BGE** and **Frank Palmer, Executive Vice President of The Whiting-Turner Contracting Company**; as well as Mahogany's leadership team: **Jeff Hargrave, President & Chief Executive Officer**, **Hank Cunningham, Chief Operating Officer**, and **John Sargent, Vice President of Construction**. [Click here](#) to view the video.



President and CEO, Jeff Hargrave of Mahogany, Inc. on set at the Baltimore Center Club.

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Solutions to Meet Capacity Challenges

The donor development cycle never takes a sick day or vacation. So, what do you do when your development staff needs extended time off? Or an employee leaves before their replacement is hired? Or maybe you just need support one or two days per week? Many nonprofits face challenges like these and Lassiter's capacity solutions help. Recently, for the local affiliate of an international nonprofit that serves people with different abilities, we provided on-site senior-level support while the Director of Development and Communications was on leave. Lassiter served as major gifts officer, working with the Executive Director to ensure their major donor management plan stayed active and on track. We provided strategic Board support as well as follow up for their annual fundraising event, raising 110% of their previous year's corporate contributions in 9 weeks. We provided leadership and managed the development team staff, including a new hire, ensuring deadlines were met and tasks were completed. Most importantly, we provided departmental continuity and peace of mind.

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