

# CORE SERVICES AT A GLANCE

This table highlights the key differences between Rothman Coaching's core services to help determine which solution best fits the shliach's current goals and timeline.

Category	Executive Coaching	Capital Campaign Solution	Crowdfunding / Year-End Campaign
<b>Summary and Purpose</b>	<p>A long-term coaching relationship that strengthens the shliach's mindset, clarity, leadership, and donor communication, building a strong foundation for sustainable fundraising.</p> <p>This service also offers the DRM Solution as the shliach's follow-through and implementation support system, serving as the graduation plan for Executive Coaching.</p>	<p>A structured, multi-year roadmap that guides the Shliach through every phase of a capital or milestone campaign.</p> <p>The support starts from strategy and donor cultivation to full funding and mortgage resolution.</p>	<p>A short-term, high-intensity campaign system focused on securing matchers and anchors early, preparing strong community engagement, and executing an efficient, well-paced campaign.</p> <p>This service also includes a clear post-campaign strategy for thanking donors and identifying annual donors from the campaign.</p>
<b>Timeline &amp; Pacing</b>	Ongoing, steady coaching relationship. 3 month minimum to begin.	12-24+ months; long-term cultivation and staged momentum.	8-12 weeks prep + 1 campaign week + short follow-through sprint.
<b>Donor and Prospect Management</b>	Develop long-term donor relationships; DRM manages tagging, tracking, and nurture.	Major-gift strategy, dedications, naming opportunities, multi-stage donor pipeline.	Early matcher/anchor commitments; rapid segmentation and pre-launch outreach.
<b>Who is this ideal for?</b>	Shluchim who are doing well and are aware of significantly more funds (in current donor base and new donors) that they are unable to access.	Shluchim with committed donors and realistic capacity for major gifts over time.	Shluchim running seasonal or time-sensitive crowd funding campaigns needing structure, pacing, and strong early commitments.
<b>Link to the Introductory Kit</b>	<a href="#">DRM Solution Introductory Kit</a>	<a href="#">Capital Campaign Solution Introductory Kit</a>	<a href="#">Crowdfunding Campaign Solution Introductory Kit</a>