

PH

PIERSON HENRY

**At Pierson Henry, guiding
clients through big transitions
is more than just our business...**

It's our calling.

Executive Summary

The Grand Rapids Downtown Alliance (GRDA) is seeking a trusted consultant to help develop, guide and support community engagement, membership development and marketing for this newly-developed entity in partnership with the City of Grand Rapids. The GRDA team has worked with economic development consultant Janna King to develop a comprehensive strategic approach to building this necessary entity which will serve as the foundation for growth in this next step of development.

Phase 1

GETTING SET: Crafting the Story, Planning & Building Capacity

Timeline: July-October 2025

Strategic Communications: Develop a comprehensive communications plan, brand identity, and strategic messaging package that tells the story of a thriving downtown Grand Rapids and engages the imagination of downtown stakeholders.

Fee: \$19,500

Fundraising: Complete a fundraising and membership growth plan that incorporates a comprehensive approach to major gifts and a matching gift strategy to ignite interest and spark generous support for this new initiative. Also, partner with key project personnel to recruit, onboard, and train a team of enthusiastic volunteers to build alignment around the vision, goals, and strategies for advancing the mission of the new Downtown Alliance. **Fee: \$22,000**

Phase 1 Deliverables:

- Brand identity and guidelines (logo and usage, typeface, color palette)
- Key messaging platform
- Completed case statement
- Comprehensive strategic communications plan
- Two virtual training sessions for volunteer team
- Complete volunteer toolkit with training resources and volunteer-centered materials to ensure comfort and clarity in roles

Phase 1 Total Fee: \$41,500



Phase 2

THE LAUNCH: Implementation, Coaching, & Staying on Track

Timeline: November 2025-July 2026

Fundraising: Create and support the implementation of the fundraising and membership growth plan, including a new member campaign and specially tailored solicitation and donor-centered stewardship strategies for each prospect. Manage actions, goals, and accountability to the process in partnership with with Executive Director.

Strategic Communications: Support implementation of the communications plan, providing benchmarks, tools, support and coaching to the Executive Director to carry out all aspects of the communications and outreach work.

Please note: This does not include direct social media platform management or direct media relations work. However, this is a service that Pierson Henry can provide an estimate for once Phase 1 is complete and we have a more detailed scope of work outlined for strategic communications.

Pierson Henry also offers website design/development, video production and content development (email marketing, blog content, etc.), which would also require a separate bid. We can provide samples as requested if this is an avenue the Grand Rapids Downtown Alliance would like to pursue.

Phase 2 Deliverables:

- Weekly coaching calls with Executive Director and Chair
- Planning and facilitation of monthly committee meeting
- Access to comprehensive wealth/capacity screening for donor prospects
- Ongoing strategic support, calibration, and workshopping as needed to carry out the fundraising and membership growth plan
- Evaluation of Year 1 progress and written recommendations for Year 2

Phase 2 Total Fee: \$4,200/month



The Team

First Chair

As a leadership coach, trainer, organizational development consultant, and Certified Fundraising Executive, **Katrina Pierson** has led thousands of executives, board members and staff teams through transformative experiences that fundamentally changed their impact, their culture and their business model for the better.

Katrina has been in the business of helping purpose-driven people succeed for 17 years. She is also a committed student and certified yoga and meditation teacher and offers a variety of programs and resources for mindful communication in the workplace through Pierson Henry's sister company, Mindfulness Works.

The people to whom she can be of greatest service are future-leaning, wholehearted, and eager to take risks. She is looking to support leaders (current and aspiring) who are seeking new opportunities that both challenge and inspire them.



Katrina Pierson
Founding Partner

Second Chair

Pierson Henry Founding Partner **Holly Kelsey Henry** has been guiding boards and supporting leaders in transition as an executive recruiter for the past 10 years. Prior to her work in leadership, Holly was an award-winning journalist and a media advisor to a member of Australian Parliament.

Holly's relationship-centered approach to executive search and organizational development has supported the success of dozens of organizations across Minnesota including Hazelden, the Blandin Foundation, and the Bush Foundation. In her work with leaders, Holly prioritizes curiosity and connection and is deeply committed to supporting the continued growth and development of purpose-driven leaders.



Holly Kelsey Henry
Founding Partner

