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Helping leaders invite generosity and build mission-driven organizations

OVERVIEW

The Sellery Group partners with nonprofit and faith-based organizations to strengthen fundraising, clarify mission, and deepen donor engagement.

Rooted in a relational and mission-centered approach, our work reframes fundraising not as transaction, but as invitation—helping organizations build sustainable cultures of generosity and shared purpose.

CORE SERVICES

1. Fractional Development Leadership

For organizations in transition, growth, or campaign readiness

- Interim / Fractional Development Director or VP
- Campaign planning and execution
- Major gifts strategy and portfolio development
- Board engagement and alignment

2. Campaign & Fundraising Strategy

Build clarity, confidence, and momentum

- Campaign readiness assessments
- Case for support development
- Donor strategy and segmentation
- Annual and major gift program design

3. Donor Communications & Storytelling

Turn mission into a message that resonates

- Case statements and appeals
- Donor communications and stewardship strategy
- Website and annual report messaging
- Narrative development aligned to mission

4. Ongoing Communications Support

Consistent, mission-aligned content without increasing staff burden

Monthly Packages:

Stay Connected (\$300/month)

- Weekly reflection or newsletter
- Social media post (graphic + caption)

Grow Engagement (\$450/month)

- Includes all of the above, plus stewardship and solicitation messaging

Tell Your Story (\$550–\$600/month)

- Includes all of the above, plus campaign messaging, seasonal content, and annual report support

ENGAGEMENT MODELS

Flexible, scalable partnerships designed to meet your organization where it is:

- Monthly Retainer (Fractional Leadership or Strategic Advisory)
- Project-Based Engagements (Campaigns, Messaging, Strategy)
- Short-Term Intensives (Assessments, Planning, or Board Alignment)

WHY THE SELLERY GROUP

- Senior-level leadership in fundraising and campaign strategy
- Deep expertise in faith-based and mission-driven organizations
- Proven ability to align narrative, relationships, and results
- A relational approach that builds trust, clarity, and long-term generosity

POSITIONING

Asking is not a transaction—it is an invitation to shared mission.

The Sellery Group helps organizations extend that invitation with clarity, integrity, and purpose—transforming fundraising into a practice of relationship, trust, and meaningful participation.