



Welcome to Zanella Consulting

Zanella Consulting provides comprehensive fund raising and technology services for non-profit organizations across a wide range of disciplines. Our team brings a wealth of experience along with a hands-on approach that effectively assists charitable institutions in advancing their important missions.

Our nationwide roster of clients represents the diversity and flexibility of our work. From major capital campaigns to organizational planning projects and interim staffing solutions, Zanella Consulting provides the expertise necessary to position your organization for growth.

Our Services

Campaign Planning and Management

- Feasibility Studies
- Campaign Readiness Assessments
- Strategic Direction
- Active Campaign Management
- Annual Fund Raising Strategies and Implementation

Major Gift Initiatives

- Membership programs
- Corporate Sponsorship packaging
- Grant writing
- Departmental Operating Plans
- Deferred Giving programs

Prospect Research services

- Individuals
- Foundations
- Corporations

Institutional Development Services

- Fundraising Audits
- Board Strengthening and Governance
- Long Range/Strategic Planning

Interim Development Staffing

Technology Solutions

- Fundraising software analysis
- Office Systems Configuration and Maintenance



Our Team



Daniel J. Zanella – President

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Over the course of his development career (which began in 1985), Daniel Zanella has distinguished himself as an adept fundraising professional with significant experience supervising a wide variety of advancement activities. Before founding Zanella Consulting, he spent several years within the Easter Seal organization, then as Director of Development at the New Jersey Symphony Orchestra before becoming the Chief Development Officer at the prestigious American Ballet Theatre. He has managed programs raising a total of more than \$80 million for these organizations.

His Easter Seal assignments included progressively senior development positions in New York, Atlanta and Chicago, where he had direct responsibility for numerous fundraising campaigns, including serving as Executive Producer for Chicago's nationally broadcast Telethon. During Mr. Zanella's eight-year tenure at the New Jersey Symphony Orchestra, annual contributed income doubled while the organization's endowment saw a six fold increase. He was also instrumental in successfully transitioning the Orchestra into its new home at the New Jersey Performing Arts Center. At American Ballet Theatre, Mr. Zanella was a member of the senior management team for the \$32 million a year organization and was directly responsible for an annual development goal of more than \$13 million as well as significant Board development responsibilities.

Zanella Consulting provides fundraising counsel to non-profit institutions in many diverse fields. The firm works with charitable institutions to maximize their contributed income by providing both project support and ongoing development counsel as well as technology solutions. Zanella Consulting has also formed a strategic alliance with Arts Consulting Group, a firm specializing in interim management, project consulting, executive search, and human empowerment solutions for arts and cultural institutions.

Mr. Zanella graduated magna cum laude from the University of Hartford's Hartt School of Music with a double major in Music Performance and Management.



Our Team



Steven G. Horn – Vice President

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Steven Horn's successful career spans more than twenty years as a practicing personal injury attorney and Managing Partner of a well-regarded law firm in Jersey City, NJ. His expertise in the areas of information technology, financial planning and management systems, as well his attention to detail has brought considerable skills to the Zanella Consulting team.

His client responsibilities include significant work in the areas of technology assessment, planning and support, along with grant preparation and stewardship, database and demographic analysis, prospect research and additional client support services.

Steven is a graduate of Rutgers University in New Brunswick, NJ, with a bachelor's degree in Computer Science and holds a Juris Doctorate from the Rutgers Law School in Newark, NJ.



Helping non-profits put the pieces together

Our Clients

We work with a wide variety of non-profit organizations, including those that address health care, religion, arts, social service, education and community needs. Although each of their needs is unique, we bring a consistent commitment to providing innovative options for meeting their distinctive challenges.

Client List

- The Arc of Union County • *Springfield, NJ*
- Bais Chana • *New York, NY*
- Ballet Memphis^ • *Memphis, TN*
- BalletNY* • *New York, NY*
- The Blood Center of New Jersey • *East Orange, NJ*
- Brain Science Foundation* • *Medfield, MA*
- Brooklyn Philharmonic*^ • *Brooklyn, NY*
- Center for Hope • *Elizabeth, NJ*
- Church of the Redeemer • *Morristown, NJ*
- City of the Child Jesus • *Englewood Cliffs, NJ*
- Classical Kids Music Education^ • *Chicago, IL*
- Columbia High School Alumni Association • *Maplewood, NJ*
- Delray Beach Community Redevelopment Agency^ • *Delray Beach, FL*
- Eva's Village Kitchen and Shelter* • *Paterson, NJ*
- Free for All at Town Hall • *New York, NY*
- GlassRoots • *Newark, NJ*
- Holocaust Memorial Center*^ • *Farmington Hills, MI*
- Jacob's Pillow Dance • *Becket, MA*
- Joffrey Ballet • *Chicago, IL*
- Lincoln Center for the Performing Arts*^ • *New York, NY*
- Madison Area YMCA • *Madison, NJ*
- The Mandela Institute/Wits Fund* • *New York, NY*
- Montclair Art Museum^ • *Montclair, NJ*
- Morris Catholic High School • *Denville, NJ*
- Mountain Laurel Center for the Performing Arts* • *Bushkill, PA*
- Multiple Myeloma Research Foundation • *Norwalk, CT*
- New Jersey Symphony Orchestra* • *Newark, NJ*
- New Jersey Tap Ensemble • *Bloomfield, NJ*
- Newark Arts Council • *Newark, NJ*
- Old Globe Theatre^ • *San Diego, CA*
- Oregon Cultural Trust^ • *Portland, OR*
- Paper Mill Playhouse^ • *Millburn, NJ*
- Parent Project Muscular Dystrophy* • *Middletown, OH*
- The Planning and Visual Education Partnership (PAVE) • *Hollywood, FL*
- Probation Association of New Jersey Education Fund • *Brielle, NJ*
- Red Mountain Theatre Company*^ • *Birmingham, AL*
- Romare Bearden Foundation • *New York, NY*
- Westchester Philharmonic^ • *White Plains, NJ*
- South Orange Performing Arts Center*^ • *South Orange, NJ*
- St. Joseph's School for the Blind • *Jersey City, NJ*
- Visiting Nurse Service of New York • *New York, NY*
- The Wilma Theater* • *Philadelphia, PA*

* Retained for multiple projects/contracts, ^ in association with the Arts Consulting Group



What Our Clients Have To Say About Us

"Parent Project Muscular Dystrophy truly found an incredible partner when we found Zanella Consulting. As a small nonprofit we were struggling to decide how and where to expand our fundraising. Dan came in and helped us analyze where we were, where we needed to go and how we could get there. After careful planning and holding tight to a plan, PPMD successfully launched our first major gift campaign that yielded 1.6 Million Dollars. Our budget has continued to grow at an unprecedented 19% each year for the past 4 years. We love working with Dan and everyone at Zanella Consulting. They are certainly more than consultants - they are part of our team."

Kimberly Galberaith
Vice President, Parent Project Muscular Dystrophy

"I've recommended Zanella Consulting for a number of projects because I know first-hand the level of expertise and commitment they bring to their clients. What really differentiates Zanella Consulting from other firms is Dan's active participation in every project ... he doesn't disappear after the contract is signed."

Lawrence Tamburri
President & CEO, Pittsburgh Symphony

"Dan and I have worked together for the New Jersey Symphony Orchestra for almost 15 years. Not only has he been a resourceful fundraiser for our annual and endowment funds, but he has served as a balanced consultant at all levels of our organization. We rely heavily on his experience, wisdom and advice."

Dr. Victor Parsonnet
Chairman of the Board, New Jersey Symphony Orchestra