

Now Departing: Mitch-Stuart Takes Fundraising and Corporate Rewards to Higher Levels



Mitch-Stuart's clients are really going places. And so, literally, are those clients' key donors and best employees.

This premium development company creates amazing travel and adventure getaways that charities can auction as fundraisers and corporations can award to top performers and valued customers. These packages blend destination with elements of the exotic and the unique into experiences rich in *Wow!* factor.

Imagine a fundraising ball where guests can bid on a safari, tickets to the Emmy Awards, a chance to get their hands on the controls of a real fighter plane, or a cooking class in Paris. Watch the bid cards rocket up. Imagine a corporate incentive program or customer reward where the winner goes to the Super Bowl or the Masters Tournament or any concert in the U.S. That can build loyalty, and that's good business.

These are a few of the packages Mitch-Stuart has developed for clients. Partners Michelle "Mitch" Cohen and Stuart Paskow are always thinking about, planning and customizing the next stunning offering.

"We cut clients' expenses. We've helped over 10,000 non-profit organizations raise more than \$1 billion collectively," Cohen says. "We work on consignment, so charities risk nothing – they don't pay us until the winning bidder pays them. And there's an intertwining free-flow between the charity market and the business segment."

Now, through "Perfect Places," Mitch-Stuart is preparing to launch a loyalty-building program where companies offer their employees the chance to buy travel at deep discounts, with a portion of the purchase price going to a designated charity. Another program, "Once in a Lifetime," will offer such singular experiences as a wedding on the beach.

Cohen and Paskow are experts in the niche travel area. They developed the nation's first frequent-giving program for an international charity. Later, American Airlines recruited them – and they created "American Airlines AAdvantage Fund Raising," a division they still run. Mitch-Stuart is a boutique agency, strongly customer-service oriented, boundlessly creative, helping businesses and charities look good and advance their goals through travel.

"People use it!" Cohen says. "It's not a premium like a crystal clock. How many crystal clocks do you want? You want a lot of vacations. You want to go to the beach this time, and maybe next to New York for the theater, and then maybe Napa for that wine tour. You really can do well by doing good."



Everyone Wins.™

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