

FAQ

Q: What does it cost to hire a fundraising consultant?

A: Fees will vary depending on the complexity and scope of the project.

For example, the cost of a one-day board retreat will be much less than hiring a firm or individual to help plan and execute a capital campaign.

Q: How do fundraising consultants charge for services?

A: Flat fee: A fixed cost for projects with defined time periods and specific deliverables. Examples include case for support creation and event planning.

Retainer fee: A set recurring cost (usually monthly) for larger, longer-term projects such as capital campaigns.

Hourly fee: A pay-as-you-go charge for simple projects (such as weekly check-ins or appeal letter writing) that don't require a lot of time or involvement.

Q: Why shouldn't we pay our fundraising consultant a percentage of the funds raised?

A: When donors give to your nonprofit, they want as much of their donation as possible to go directly toward your cause. Diverting funds from your organization can discourage and alienate donors, regardless of how much you raise overall.

Additionally, your work with the consultant should focus on setting up systems and processes that will benefit the organization in the long run.

Pay based on percentages could encourage practices aimed at the short-term — at the expense of relationship building and other important fundamentals.

Aim for sustainable practices in fundraising, and your organization will grow its donor base and bottom line along with its need.

Q: What expenses may not be included in a fundraising consultant's fees for the project?

A:

- Consultant travel and incidentals
- Design and printing for collateral materials
- Event and retreat expenses such as venue charges and food