Fund Raising Consultants

Fund-raising consultants can be a godsend to non-profits. For organizations with an inexperienced, small, or nonexistent staff, they can do everything from mentoring a budding development director to designing specific campaigns and tools to setting up the organizational structure for an ongoing fundraising effort. Larger organizations with considerable experience In fund-raising and a totally professional development consultant can benefit from a consultant's mastery *of* **the** process of initiating new types of fundraising *campaigns* and reorienting the development department.

A) Basically there are two types of consultants:

t ) National or regional firms offering a full range of services and a large staff experienced

In all facets of fundralsing and well versed In the needs of all types of non-profits

2) Locally based individual consultants or minimally staffed firms that know a particular community's fundraising climate and resources **and** perhaps specialize in one or more broad types of non-profit organizations--the arts, education, health care, etc.

1. A proposal from a first class consulting firm large or small, to act as counsel in a fund

raising campaign would likely include the offer to help determine:

* 1. The case tor support

1. The campaign plan
2. Key prospects and their suggested giving levels
3. Individual strategies for major donor solicitations
4. Volunteer leadership
5. Volunteer solicitors
6. The proportion of gilts to be sought from corporations, foundations & individuals
7. The campaign goat
8. There are four absolute caveats in engaging consultants:
9. Never hire consultants whose regimen and methodology are unyielding. Consultants should be flexible in the services they provide and willing to adapt to an organization’s processes
10. Never hire consultants who request that *they* be paid a percentage **of** the funds raised

in a campaign. This is regarded as unethical by the industry.

Never hire consultants unless you are committed to taking their advice and following

their counsel. To do otherwise is to throw your money away.

**4)** Never hire consultants to ask tor the money. That's the job of your volunteers.