

# Mission Lift Contracted Standard Rate Sheet

(Rates can be based on the package or a la carte, depending on client needs)

<b>Board &amp; Leadership Development</b>	<b>STARTER \$2,000</b>	<b>STANDARD \$5,000</b>	<b>PREMIUM \$11,000</b>
Assessment of board optimum health	✓	✓	✓
Assessment of Diversity, Equity, Inclusion	✓	✓	✓
Recruitment and succession system of new members		✓	✓
Orientation system of new members		✓	✓
Retainment system of ongoing members		✓	✓
Gift or getting program (Ambassadorship) development		✓	✓
Committee Support		✓	✓
Effective meeting management		✓	✓
Training (roles, DEI, governance, recruitment, retainment, maximum member influence, committee job description (\$500/session)	✓	✓	✓
Creating or revising bylaws			✓

<b>Strategic Planning</b>	<b>SWOT/ SOAR Plan \$2,500</b>	<b>Strategic Doing Plan \$8,000</b>	<b>Strategic Learning Plan \$16,000</b>
Preparation, ½ day retreat, write up and follow up communication	✓	✓	✓
Preparation, 1-day retreat, write up and follow up communication		✓	✓
Preparation, 3-day retreat (staff day retreat, board retreat, and adoption day), write and follow up communication			✓
Workplan creation for doable implementation	✓	✓	✓
Review of mission, vision, and values		✓	✓
Identification of objectives, strategies, and operational tactics		✓	✓
Partner and competition research		✓	✓
Market analysis research			✓
Identification of metrics			✓
Creation of system and rewards for strategic plan adoption			✓
Ongoing coaching for 1 year of quarter benchmark tracking			✓
Ongoing quarterly booster training to maintain team motivation			✓

<b>Fund Development Plan</b>	<b>STREAMLINE \$2,000</b>	<b>STANDARD \$8,000</b>	<b>PREMIUM \$24,000</b>
Assessment of current strategies and donor giving patterns	✓	✓	✓
Purpose & goal statement	✓	✓	✓
Implementation plan	✓	✓	✓
"Grant and Activities at a Glance" Schedule	✓	✓	✓
Leadership and staff training – 3 hrs.	✓	✓	✓
Social media best practice recommendation		✓	✓
Fee for service research		✓	✓
Donor software assessment		✓	✓
Donor recognition level suggestion		✓	✓
Grant research		✓	✓
Board and leadership giving template		✓	✓

Individual donor prospecting	✓	✓
Cost schedule	✓	✓
Ongoing fund development / monthly support		✓
Templates for Giving Tuesday, appeal letter, donor pledges, planned giving		✓
Case statement creation that includes testimonials		✓

<b>Grant Writing</b>	<b>LETTER OF INTENT \$300</b>	<b>CORP. OR FOUNDATION \$1-\$3,000</b>	<b>FEDERAL \$6-\$8,000</b>
1 meeting with client to write concept and online submission	✓	✓	✓
3 meetings with client to write concept, revise narrative, do final review, and online submission	✓	✓	✓
Attend funder webinars, meetings with program officer	✓	✓	✓
Create online portal for grant submission		✓	✓
Narrative creation that includes needs statement, client background, goals and SMART objectives, evaluation, timeline and qualifications		✓	✓
Creation of all attachments (support letters, maps, certifications, resumes)		✓	✓
Budget creation and revision based on client feedback		✓	✓
Research for evidence-based models		✓	✓
Formatting all documents to comply with funder requirements		✓	✓
Submit grant online and provide proof of submission of electronic version of grant to client		✓	✓

<b>Individual Donor Cultivation</b>	<b>RESEARCH \$500-\$1000</b>	<b>PLAN CAMPAIGN \$1-\$5,000</b>	<b>IMPLEMENT CAMPAIGN \$1,500/month</b>
Major and minor gift research	✓	✓	✓
Campaign design/plan		✓	✓
Campaign material creation, training of campaign team - \$500/session		✓	✓
Campaign management		✓	✓

<b>Public Relations</b>	<b>STARTER \$2,5000</b>	<b>STANDARD \$6,000</b>	<b>PREMIUM \$1,000/mon.</b>
Assessment of current level of strategic market influence	✓	✓	✓
Develop a public relations plan	✓	✓	✓
Develop press kit materials for media outlets, including press releases, images, pitch letters, case studies, feature articles, and trend stories		✓	✓
Help maintain the identity and reputation of the employer or client		✓	✓
Evaluate public opinion of clients through surveys, polls, and social media listening		✓	✓
Cultivate and maintain relationships with local, regional, and national media outlets			✓
Arrange for press conferences, interviews, and other media and event appearances for the employer or clients			✓
Write speeches for the client or employer's representatives			✓
Respond to requests for information from media outlet			✓
Evaluate advertising and promotional programs to ensure they align with PR goals			✓
Track, evaluate, and share results of PR effort			✓
Coordinate scheduling and logistics as necessary			✓

<b>Digital Marketing</b>	<b>STARTER \$1,000</b>	<b>STANDARD \$8,000</b>	<b>ANNUAL \$18,000</b>
Social media presence assessment and analysis of digital data	✓	✓	✓
Create digital marketing plan/strategy with recommendations around website and other social media platforms optimization	✓	✓	✓
Social media set up 1 platform (Facebook, Instagram, Twitter, LinkedIn)	✓	✓	✓
Social media set up 2 platforms (Facebook, Instagram, Twitter, LinkedIn)		✓	✓
Social media set up 4 platforms (Facebook, Instagram, Twitter, LinkedIn)			✓
Conduct social media audits to ensure best practices are being used		✓	✓
Maintain digital dashboard of several different accounts		✓	✓
Coordinate with staff team to create marketing campaigns		✓	✓
Ongoing management - prepare and post content (emails, Facebook posts, etc.) and content for other platforms to send out to stakeholders. Engage with platform visitors/users. \$50/hour (minimum of \$500/month)			✓
Monitor key online marketing metrics to track success			✓
Create and maintain online listings across e-commerce platforms			✓
Ensure that the brand message is consistent with quarterly team meetings			✓

<b>Website Design</b>	<b>STARTER \$2,000</b>	<b>STANDARD \$5,000</b>	<b>PREMIUM \$12 - \$16,000</b>
Assessment of client's current website, need and features	✓	✓	✓
Conceptualize creative ideas with clients. Reviewing other sample websites of peers / desired look	✓	✓	✓
Design visual imagery for website and ensuring brand alignment	✓	✓	✓
Establish design guidelines, standards, and best practices	✓	✓	✓
Select website platform based on desired features (Wix, Weebly, JavaScript)	✓	✓	✓
Communicate design ideas using user flows, process flows, site maps, and wireframes	✓	✓	✓
Incorporate functionalities and features/pages into website	✓	✓	✓
Design sample pages including colors and fonts	✓	✓	✓
Prepare design plans and presenting the website structure.	✓	✓	✓
Maintain the appearance of website by enforcing content standards			✓

<b>Community Engagement</b>	<b>ELECTRONIC \$300 / each</b>	<b>IN PERSON \$2,000</b>	<b>CAMPAIN MGMT \$2,000/month</b>
Text and email messaging set up	✓		
Online polling \$500 per question	✓		
Individual phone banking (100 calls)		✓	
Community outreach door to door canvassing – 2 person teams – 3 hrs.		✓	
Organize townhall meeting (add facilitation if needed)		✓	
Campaign design and management		✓	✓

<b>Photography &amp; Videography</b>	<b>Project-Based Fee</b>		
Photo and video – fee based on the project / event	✓	✓	✓

<b>Human Resources</b>	<b>STARTER \$2,500</b>	<b>STANDARD \$7,000</b>	<b>PREMIUM \$15,000</b>
Assessment – organizational, cultural, policy, and benefits	✓	✓	✓
Provide counseling on policies and procedures	✓	✓	✓
Talent recruitment – job description, posting, screening, testing, interview (up to 3 staff)		✓	✓
Create onboarding plans for new staff		✓	✓
Talent retainment – climate survey & benefit package analysis and suggestions		✓	✓
Create professional development plan with each staff (up to 20 staff)			✓
Benefits research – (health Insurance, retirement, etc.) \$1,000 / benefit			✓
Team Building ½ day retreat			✓
Assist in performance management processes		✓	✓
Support the management of disciplinary and grievance issues		✓	✓
Maintain employee records (attendance, EEO data etc.) according to policy and legal requirements			✓
Review employment and working conditions to ensure legal compliance			✓

<b>Database (CRM) with dashboards</b>	<b>STARTER \$2,500</b>	<b>STANDARD \$7,000</b>	<b>PREMIUM \$20,000</b>
Google Suite - 50 fields	✓		
Salesforce - 51 to 500 Fields		✓	✓
Gift Works Design / Coaching - \$1,000		✓	✓
Database training - \$500/session	✓	✓	✓
Ongoing technical assistance (i.e. data entry or software customization)			✓

<b>Public policy evaluation</b>	<b>LOCAL \$2,500</b>	<b>STATE \$5,000</b>	<b>FEDERAL \$10,000</b>
Review and evaluate legislation and policies	✓	✓	✓
Translate/deconstruct public policy decisions into digestible parts to explain potential impact on communities and investments	✓	✓	✓
Determine the benefits and drawbacks of existing policies	✓	✓	✓
Propose suggestions to improve the effects of policies	✓	✓	✓
Identify legal flaws in policies and recommend amendments		✓	✓
Edit and amend policy drafts as required		✓	✓
Liaise with stakeholders to determine needs and goals of policies		✓	✓
Gather data and produce reports on the qualitative and quantitative analysis			✓
Analyze market trends and conditions			✓
Create campaign to adopt policy recommendation			✓

<b>External Facilitation</b>	<b>ONE TIME \$2,500</b>	<b>QUARTERLY \$10,000</b>	<b>ANNUAL \$40,000</b>
Assessment of group cohesion, goals, and blocking barriers	✓	✓	✓
Preparation of meeting facilitation, write up, and follow up	✓	✓	✓
Coalition and collaborative network development (up to 20 members)		✓	✓
Strategic partnership development		✓	✓

## Accounting

	Sole proprietor	Nonprofit	Med - Large nonprofit
Set up accounting system in Excel	\$250	n/a	n/a
Set up accounting system in QuickBooks	n/a	\$1,000	\$2,500
Bookkeeping	\$35/hr	\$35/hr	\$35/hr
Monthly financial statement and bank reconciliation	\$150/hr	\$150/hr	\$150/hr
CPA Taxes preparation / 990 filing	\$250	\$2,500	\$5,000-\$8,000
Organizational audit	n/a	\$6,000	\$8,000

## External Evaluation

	STARTER \$3,000	STANDARD \$10,000	EVIDENCE-BASED \$20,000
Funding Source	SELF	STATE, CORP., FOUNDATION	FEDERAL

### Preliminary Decisions

Develop key evaluation questions (exploratory – explore an issue; or confirmatory – confirm hypothesis and predictions)	✓	✓	✓
Decide type of evaluation (satisfaction, outcome, cost benefit, cost effectiveness, program audit, formative)	✓	✓	✓
Determine independent and dependent variables	✓	✓	✓
Develop hypothesis – predict outcomes	✓	✓	✓

### Planning & Design

Review program material, grant proposals, past evaluations	✓	✓	✓
Train staff on mobile tracking tools and evaluation plans	✓	✓	✓
Develop individual program logic model for each program	✓	✓	✓
Identify the key stakeholders and partners	✓	✓	✓
Track program activity benchmarks on a monthly basis	✓	✓	✓
Develop an evaluation plan for each program to be used for implementation guidance and grant proposals	✓	✓	✓
Develop primary data collection tools: program activities and impact (local data, mobile data collection app)	✓	✓	✓
Develop focus group guide and protocol	✓	✓	✓
Develop key stakeholder interview protocol	✓	✓	✓
Develop customized survey or questionnaire	✓		
Establish performance benchmarks – both process and outcome		✓	
Windshield survey – select major study focus and geographic areas		✓	✓
Selection of comparison neighborhoods		✓	✓
Select process and outcome indicators and external variables		✓	✓
Purchase standardized evidence-based instruments/scales		✓	✓
Select financial data for review		✓	✓
Develop online database: customize the ETO touchpoints		✓	✓
Guide accreditation preparation process		✓	✓
Translation – interviewing and surveys in other languages			✓
Buy subscription of online database journal and equipment			✓
Literature review for comparative indicators, models, studies			✓
Obtain IRB approval			✓

## Data Collection

Conduct client file review audit	✓	✓	✓
Beta testing of all tools	✓	✓	✓
Create pre-experimental design	✓	✓	✓
Conduct focus group	✓	✓	✓
Track program activity benchmarks on a monthly basis	✓	✓	✓
Nonprobability sampling design (snowball, typical case, deviant convenience sample, maximum variation, negative case, purposeful, quota)	✓	✓	✓
Conduct windshield survey	✓	✓	
Administer customized survey or questionnaire	✓	✓	
Create online database		✓	✓
Review financial data: program and organizational budgets		✓	✓
Create quasi-experimental design		✓	✓
Data entry using existing software		✓	✓
Conduct key stakeholder interview		✓	✓
Filming of interviews		✓	✓
Create experimental design			✓
Probability sampling design (simple random, systemic random, stratified random, cluster random)			✓
Administer standardized evidence-based instruments and scales			✓

## Data Analysis

Descriptive statistical testing such as frequency distributions	✓	✓	✓
Qualitative data analysis for common themes	✓	✓	✓
Create geographic map posted online		✓	✓
Data entry of interviews and surveys		✓	✓
Inferential statistical testing such as correlations		✓	✓
Transcription of interviews and focus groups			✓
Comparative analysis, visualization, map of social and economic indicators			✓

## Reporting & Presenting

Report on process and impact indicators quarterly	✓	✓	✓
Develop a final / year-end report	✓	✓	✓
Access online dashboard for key indicators monitoring		✓	✓
Develop on-demand reports from online software		✓	✓