

## Rate Sheet – June 2020

First, I will always do my best to work within any client's budget. It is most important to me to 1) be able to support issues that are meaningful to me and 2) to work with strong leaders and teams.

Anytime an organization has a budget it can share, I absolutely consider it and suggest a scope that is high-impact and makes the most of existing resources. I also have a small team of writers, researchers and a graphic designer who I manage and who supplement my time should we agree we need them – all equally committed to doing affordable, high-quality work for nonprofits and ambitious teams.

Generally, after 1-2 informational conversations with an executive director or senior staff member, I am able to propose a flat project fee or monthly retainer based on agreed-upon deliverables, timeline, project goals, # hours/week, frequency of meetings and overall urgency.

Sometimes I bill hourly but it's rare and usually only during short-term projects. Most often, both sides prefer to do an informed estimate up front about the time and effort expected, and then lean into a project-based or monthly fee. The benefits of this are more predictability and less housekeeping.

### EXAMPLE 1

**Scope:** Fundraising Strategy and Execution. Includes support, prospect research, grant and report writing, project management, weekly meetings with manager.

**Deliverables:** 2-3 submissions or significant touchpoints per month (LOIs, proposals, reports, prep/execution of donor meetings), weekly check-ins with project lead.

**Duration:** 12 months, with intention to revisit scope and renew for a second year.

**Cost:\*** Monthly fee of \$5,500 based on 15-20 hours/week, billable at the end of each month.

**Description:** Moderately predictable, long-term agreement. Moderate stress. Client's annual budget = \$1 million.

### EXAMPLE 2

**Scope:** Prospect Research, Fundraising Plan and Core Messaging. Includes foundation for ongoing fundraising, but no actual submissions or execution of fundraising plan.

**Deliverables:** Discovery sessions with 4-5 key staff members, well-researched prospect list with suggested next actions, 8-12 page key messages doc, bi-weekly check-in meetings.

**Duration:** Three months, with hard stop. Unlikely extension.

**Cost:\*** Project fee of \$7,500 assumes 8-10 hours of work per week. \$3,750 paid at kick-off, \$3,750 at conclusion of project, upon submission of approved deliverables.

**Description:** Relatively predictable, short-term agreement. Low stress, steady pace. Client fundraising goal = \$2 million over three years.

\*Any time I propose a project-based or monthly fee, I will estimate the # of hours I expect to spend each week; the clarity of organizational and project goals; the clarity and fairness of expectations of me; the management experience of the project leaders; the pace and tenor of the work; the potential for community impact; client need and budget; and whether we expect it to be a successful, rewarding experience for everyone.