



INSIGHT
PHILANTHROPY
RESULTS

EXPLORE

PD25

New Depths

August 19-22, 2025

Hilton Baltimore Inner Harbor Hotel, Baltimore, Maryland

CONSULTANT MASTERY: HIRE SMART, USE WISELY



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THE PRESENTERS



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Today's Roadmap

- **Getting Ready & Finding Partners**
- **Interviewing, Hiring & Budgeting**
- **Maximizing Value & Internal Buy-In**



Before You Hire

Define Fundraising Goals

What specific outcomes do you need?

Assess Internal vs. External Needs

Where are your capability gaps?

Clarify Deliverables

Profiles? Training? Strategy development?



Finding Your Research Partner

Where to Look

- AFP & APRA directories
- Peer referrals
- Fundraising Consultant referrals
- LinkedIn

What to Request

- Sample content
- Client references
- Nonprofit experience



Interviewing & Hiring Essentials

- 1** Ask about similar projects, tools, methodologies
- 2** Green flags: flexible approach, transparent pricing
- 3** Red flags: vague timeline, no references
- 4** Contract must specify scope, revisions, time & location requirements, deadlines
- 5** Negotiating tips: creative and flexible
- 6** Hiring: they are not an employee

Strategic Budgeting & ROI



Define Scope First

Then determine budget needs



Pricing Models

Hourly vs. project vs. retainer



Measure Value

Long-term ROI exceeds immediate costs



HOW TO BUDGET FOR A PROSPECT RESEARCH CONSULTANT

Define Scope and Needs



Determine specific services needed
(e.g., wealth screening, prospect profiling)

Estimate Costs



Hourly rates (\$75 – \$200+), project fees
(2K+), or retainers (1,5 K – \$5 K+/mo)

Include in Fundraising Budget



Incorporate costs into annual
fundraising or campaign budget

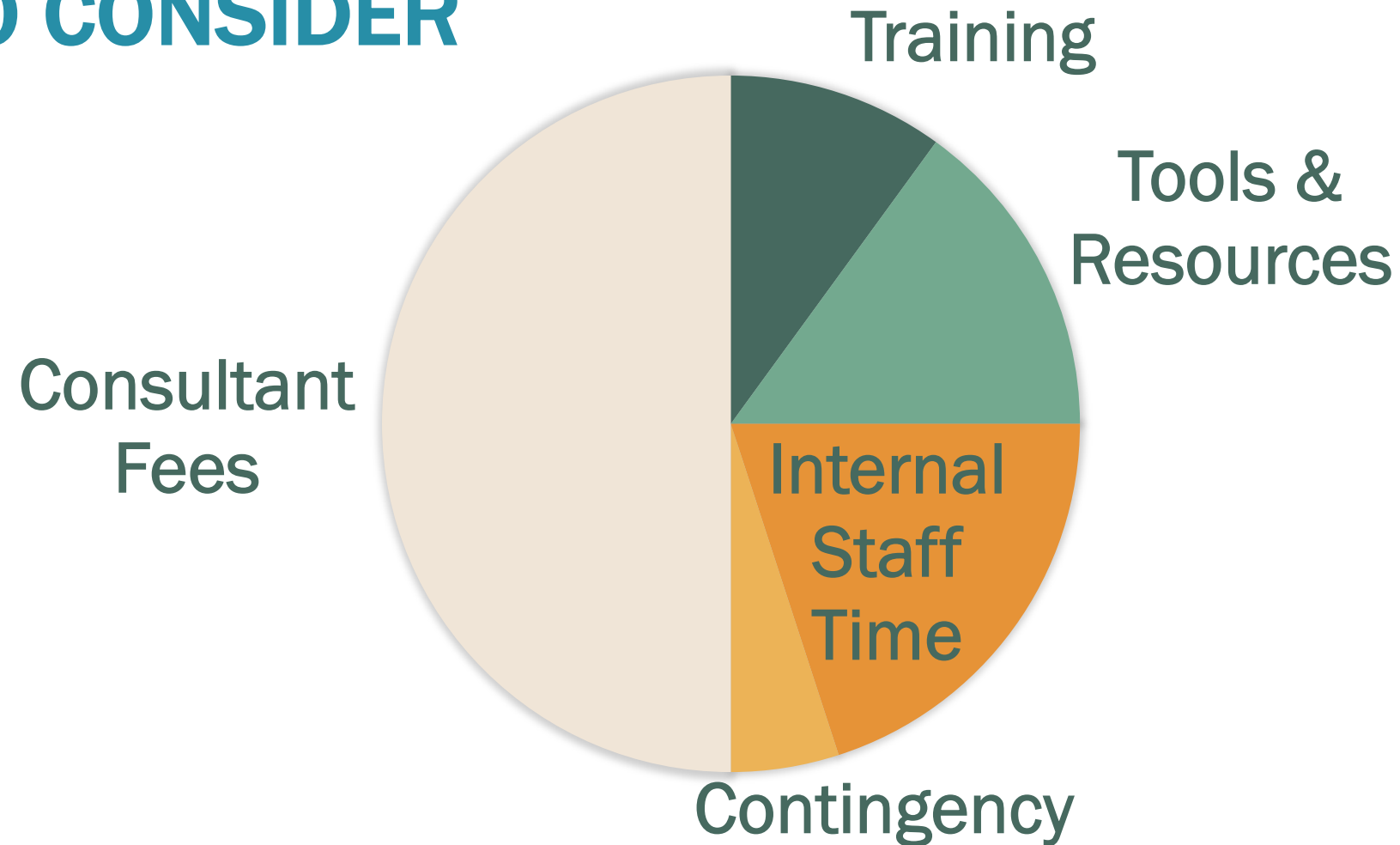
Plan for Short-Term or One-Time Use



Consider consultants for special projects
or temporary support

BUDGET ALLOCATION FOR PROSPECT RESEARCH CONSULTANT

THINGS TO CONSIDER



Measuring the Return on Investment (ROI) of hiring a prospect research consultant

Type of ROI	Measurement	Timeline
Financial	Gifts sourced from research	Short-term
Efficiency	Time saved, lead quality	Immediate to mid
Strategic	Systems/process improvement	Mid to long term
Soft/Qualitative	Confidence, board support, morale	Ongoing



Value Consultants Bring

✦ Expertise

Specialized knowledge you don't need full-time

📌 Objectivity

Fresh perspective on donors and strategy

🚀 Efficiency

Faster results than building in-house

👤 Team Development

Knowledge transfer improves staff skills



Keys to Successful Partnership

Your Role

- Provide clear goals
- Grant necessary access
- Offer timely feedback

Consultant Role

- Deliver on schedule
- Offer strategic insights
- Respond promptly





Getting Leadership Buy-In

Demonstrate ROI

Show how investment leads to increased giving

Connect to Strategic Plan

Align with organizational priorities

Start Small, Then Scale

Pilot project can prove concept

Share Peer Success Stories

Examples from similar organizations

REAL WORLD

The Impact Of Consultant Partnerships

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QUESTIONS

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THANK YOU!

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