

8 Things Retained Counsel Does for Your Bottom Line

The decision to hire fundraising Counsel is not always an easy decision to make. The organization may need to justify why having such assistance matters. Here are eight things retained Counsel can offer your organization:

1. Counsel provides expertise.

A consultant has special areas of expertise that may not be available within the organization, such as strategic planning and planned gifts. This special expertise often makes it possible to help a development program show a better return on investment by knowing how to approach problems and opportunities.

2. Counsel provides time.

Staff are often maxed out with their normal, everyday duties. A consultant provides service through time that staff does not have available. This leads to increased productivity.

3. Counsel provides experience.

Consultants tend to have broad ranges of experience. Those experiences help inform what your organization is dealing with, saving time and money while promoting the most effective practices.

4. Counsel provides coaching.

Development professionals need experienced thinkers to help them deal with situations and opportunities. By having a consultant available over a period of time, development executives have someone to bounce ideas off of, trouble-shoot problems, and maximize opportunities. This leads to better fundraising. Counsel can also help others in the organization—CEOs, Board members, other opinion leaders—better understand the strategy and tactics necessary for fundraising.

5. Counsel provides customized solutions.

The most effective consultants take their experience and knowledge, then adapt it for the situations their client organizations face. For instance, it's possible to learn the rudiments of a capital campaign from a book; however, it takes experience and knowledge to know how to apply principles to a given situation. Counsel does this and increases returns.

6. Counsel stimulates urgency.

It's normal for staff to get into routines and ruts. Sometimes, it takes an outside person to keep the fire stoked. Retained Counsel brings energy and single-minded

focus to the job at hand and helps staff remain productive.

7. Counsel stimulates communication.

Consultants are often adept at listening. By hearing the perspectives of people, retained Counsel can help people understand one another and remove obstacles to fundraising success.

8. Counsel provides an outsider's perspective.

Because the consultant is not in the office every day, he or she can provide perspective to those who may be too close to a situation to see it.

While the decision to hire retained Counsel may not be an easy decision, it's clear to see how a consultant can help improve the bottom line.

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