



GOODWILL FUNDRAISING LLC

NEW ENGLAND

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Goodwill Fundraising Service Offerings & Pricing Chart

Service Category	Service Description & Subcategories	Boutique Package	Full-Service Package	Suggested Fees / Costs
Strategic Planning	Includes development of customized fundraising strategies, campaign feasibility assessments, organizational capacity reviews, and long-term growth planning	Included	Included	Boutique: \$3,000 flat fee
Campaign Development	Encompasses campaign design and messaging, campaign feasibility studies, timeline development, outreach planning, digital collateral creation, print materials, and multi-channel strategies	\$3,000/month	\$6,000/month	Boutique: Starting at \$3,000/month
Major Gift Program Building	Focuses on creating major gift programs, prospect research, individual donor pipeline development, high-net-worth donor prospecting, personalized cultivation and stewardship plans, and donor retention strategies	\$2,500 per donor plan	Included in ongoing campaigns	Boutique: \$2,500 per plan
Individual Donor Prospecting & Pipeline Development	Includes researching and identifying potential major donors, building a prospect list, creating cultivation strategies, and developing personalized engagement plans	\$2,000 per prospect list	Included	Boutique: \$2,000 per prospect list
Annual Giving Program Setup & Management	Consists of setting up annual giving campaigns, building and segmenting donor databases, designing outreach materials, executing email and direct mail campaigns, and donor stewardship strategies	\$2,000 setup + \$1,000/month	Included	Boutique: \$2,000 setup + monthly fees
Donor Stewardship &	Creating donor recognition programs, stewardship plans, appreciation events, and long-term	\$1,500 per plan	Included	Boutique: \$1,500



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Engagement Plans	engagement strategies to retain and grow donor relationships			
Board & Staff Fundraising Training	Conducting workshops on fundraising best practices, major gift cultivation, prospecting skills, stewardship techniques, and campaign management	\$1,500/day	Included	Boutique: \$1,500/day
Grant Research & Proposal Writing	Prospecting potential funders, creating customized grant proposal templates, writing proposals, follow-up reporting, and compliance tracking	\$2,500 per grant	Discounted or included in strategic planning	Boutique: \$2,500 per grant
Campaign Feasibility & Planning	Conducting feasibility studies, stakeholder interviews, setting campaign goals, identifying risks, and developing campaign timelines	\$2,000	Included	Boutique: \$2,000

Additional Notes:

- Fees are flexible based on scope, organization size, and project complexity.
- Clients can combine services for bundled discounts or ongoing retainer agreements.
- Initial free consultation available to assess needs and tailor packages.
- Custom services can be designed based on organizational priorities.