

WHY FRACTIONAL?

A modern solution for nonprofits ready to grow sustainably.



THE CHALLENGE

- Fundraisers are burning out. Turnover rates hover around 18–20% annually.
- Development Directors stay, on average, 18 months before leaving.
- Too often, one person is expected to handle everything—grants, major gifts, events, donor stewardship, and communications leading to unrealistic expectations and costly turnover.

The traditional model isn't broken because of people. It's broken because of structure.

WHAT IS A FRACTIONAL FUNDRAISER?

A fractional fundraiser is a seasoned development leader who works with your organization on a part-time or project basis. You gain senior-level expertise without the full-time cost.

WHY IT MAKES SENSE

- Expertise on Demand- Access to senior fundraising leadership and proven strategies.
- Flexible & Cost-Effective- Scales with your needs—campaign launches, transitions, or steady growth.
- Fractional fundraising typically saves 30–50% compared to a senior FTE—while reducing the disruption of turnover.
- Fresh Perspective- Cross-sector insights to strengthen your fundraising systems and culture.
- Capacity Building- Fractional leaders can mentor staff and engage boards—so you build lasting strength, not dependency.

THE BOTTOM LINE

Fractional fundraising isn't a quick fix. It's a smarter, more sustainable model for nonprofits that:

- Want senior-level fundraising leadership without overextending budgets
- Need flexibility to scale with campaigns or seasons
- Are committed to building a culture of shared fundraising responsibility

Ready to move from survival mode to sustainable growth?

Let's talk about how fractional fundraising can give your mission the leadership it deserves, without the cost and risk of a full-time hire.

