



## Ask the experts

### Where Can You Find a Fundraising Consultant?

**Q:** *Where do you recommend finding a good fundraising consultant?*

**A:** As a starting point, I suggest you seek out professional organizations that have strong codes of ethics. For example, the Association of Fundraising Professionals (AFP) in Alexandria, Virginia, places strong emphasis on ethical fundraising practices. The AFP can refer you to a list of consultants in your area or in a specialized field. Contact them online at [www.aft.org](http://www.aft.org).

If you're looking specifically for a consultant in direct mail fundraising, turn to the Association of Direct Response Fundraising Counsel (ADRFCO) in Washington, D.C. For a directory of members, call them at 202-293-9640.

*Mal Warwick, Chairman  
Mal Warwick & Associates  
2550 Ninth Street, Suite 103  
Berkeley, California 94710-2516  
[mal@malwarwick.com](mailto:mal@malwarwick.com)  
[www.malwarwick.com](http://www.malwarwick.com)*

### How Soon Should You Make the "Second Ask"?

**Q:** *After we have received the first gift from a donor, how long should we wait before asking for a second gift?*

**A:** A good rule of thumb is to wait three to six months after you receive the initial gift. However, make sure to send the donor a prompt thank-you note after the first gift and include them on appropriate mailing lists to receive general information from your organization.

*Jimmie R. Alford, CFRE  
Founder and Chair  
The Alford Group, Inc.  
1603 Orrington Avenue  
Evanston, IL 60201  
847-425-9800  
[www.alford.com](http://www.alford.com)*

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