



May 20, 2011

An Open Letter Concerning Stansbury Consulting

I am writing this letter to share my positive experience with Stansbury Consulting, whom I engaged as a consultant to help us redefine a fundraising position and find/screen candidates for the position.

A little background, first. We had developed a “*mini-chamber of commerce*” membership/fundraising model that connects vendors to our members, and over a five year period had successfully built the program to provide about 20% of the gross revenues of the organization. As the program reached what we believe to be the maintainable peak of its growth potential, we began a process of shifting focus and exploring philanthropic sources and cause-related fundraising.

In mid-2010 (and mid-budget year), the fundraising position suddenly became vacant. In the course of exploring how to make the best of the vacant position opportunity, I interviewed a half-dozen of my association peers in the realms of membership development, fundraising, finance, and communications. While those conversations were all helpful in clarifying what I didn’t need, they did not provide the direction I was looking for. Last on my list to call was Alyce Lee. It was her straight forward and candid counsel that truly clarified in my mind what needed to be done, and the sort of experience and skill sets that a viable candidate for the position needed to have. In short, I sort of knew what I wanted, but I had no idea *what* I was looking for or *how* to look for it until I spoke with her.

In the end, Alyce Lee provide me with an education on the concept and attributes of a successful *Development Professional*, helped us craft the position description, and provided counsel regarding integrating the position into our organization. She searched for and pre-screened candidates through her sources and pre-screened candidates that we turned up in our networking efforts. Her ability to grasp the culture and chemistry of this organization and assess and bring quality candidates to the table for us to interview was invaluable. Her candid assessments and plain-spoken communication style is refreshing and effective because I never walked away from the conversation wondering what she meant. Her role in the exercise was continually changing, and she was completely flexible and accommodating to meet our somewhat unique needs.

I highly recommend Stansbury Consulting. Alyce Lee will educate you, provide sound assessment of your organization and structure, and offer wise counsel and viable options for moving your organization successfully forward. I rank her professional services as top-notch and high-value.

Sincerely,

A handwritten signature in blue ink that reads "Paul A. Ledford".

Paul A. Ledford, CAE, CHA
Executive Director