



INFLUENTIAL
WRITINGS BY HEATHER MACAULAY

Influential Writings Services & Fees 2025

Grant Readiness Assessment – \$1,800 Flat Rate

- Conducting a comprehensive interview to gather data on over 60 indicators of organizational health and readiness to be competitive for grant awards
 - Analyzing the organization's tax documents, budgets, leadership, succession & strategic plans, program models, past proposals, and outcome measures to assess strengths and provide recommendations on areas to strengthen Providing a personalized plan with detailed action items for the organization to bolster their grant readiness and develop a scalable grant program infrastructure
 - Furnishing a preliminary funder research report that identifies 3-5 promising grant leads with each funder's deadlines, application steps, contact information, focus areas, eligibility criteria, and typical giving ranges
-

Grant Writing & Reporting *without* ongoing grants management (on a per-grant/per-report basis*): \$95 per hour for foundation grants, \$110 per hour for federal grants

- Compiling data, conducting interviews, and researching to complete applications
- Revising drafts as needed Working with accounting staff to furnish applicable budget(s) if not already created Securing endorsement letters and/or other request attachments
- Ensuring timely submission of applications and all required attachments Compiling outcome data to complete reports at required times Research available upon request for designated number of hours

*Client is responsible for identifying funders and calendaring deadlines for applications and reporting.



INFLUENTIAL
WRITINGS BY HEATHER MACAULAY

Full-Service Grants Management – (Monthly fixed rate based on anticipated annual project volumes. Contact us for customized pricing)

- Creating & maintaining calendaring system for applications and reports
- Creating & maintaining ROI analysis system
- Creating & maintaining outcome tracking report
- Creating & maintaining funder & attachment filing system
- Research to find additional funders
- Compiling data, conducting interviews, and researching to complete applications
- Writing and revising grant application drafts as needed
- Working with accounting staff to furnish project budget(s) if not already created
- Securing endorsement letters and/or other required attachments
- Ensuring timely submission of applications and all required attachments
- Compiling outcome data to complete reports at required times
- Records management & filing
- Stewardship (thank you letters to funders, recognition in newsletters, holiday cards, etc.)
- Regularly scheduled standing client meetings
- Donor meetings as needed

Grant Coaching – Starting at \$200/hour (plus travel fees if applicable)

Accelerate your grant success with 1:1 expert coaching. We provide detailed guidance to bolster every aspect of grant success, including:

- Reviewing proposal drafts and providing feedback to strengthen your odds of winning funding
- Providing “insider” knowledge on funders and how to appeal to each unique foundation based on our 15+ years of experience
- Teaching best practices and strategies for successful grant writing



INFLUENTIAL
WRITINGS BY HEATHER MACAULAY

- Enhancing your grant program management by providing tools, tips, and processes for growing a thriving grant program
- Empowering your volunteer or staff writer with storytelling strategies and persuasive psychology tactics to write more convincing proposals

Grant Funder Research - \$95/hour

Our team conducts comprehensive research to identify promising funder leads for your organization. We provide a corresponding report detailing funder deadlines, application steps, contact information, focus areas, eligibility criteria, and typical giving ranges. The number of hours contracted for research can vary, but a strong initial report typically takes between 8-12 hours.

Grant Program Infrastructure Development: \$1,500+

- Systems setup without ongoing grant writing and management (pricing variable upon amount of existing identified funders)
- Cloud-based calendar to track deadlines for applications and reports
- Spreadsheets to track funders, decisions, and funder research
- Funder and attachment filing system ROI analysis system
- Staff training on sustaining system

Copywriting

We offer competitive pricing aligning with industry standards as defined by the American Writers & Artists Institute. Pricing is variable depending on the intensity of research and criteria required by each publication. As a reference point, the following are typical ranges for commonly contracted projects:

- Blogs: \$500-\$800 per post
- Social Media Management: \$1500+/month
- E-blasts: \$300 - \$500 per email
- Communiques & White Papers: \$2,500 - \$4,000

Influential Writings by Heather Macaulay, 2025



INFLUENTIAL
WRITINGS BY HEATHER MACAULAY

- Annual Reports: \$4,000 - \$7,000
- Website content development and/or audit: \$300-\$500 per page
- Scholarly journal manuscripts for peer review: \$5,000 - \$10,000

**Trainings & Presentations – \$3,000 for 1 hour presentation plus
~30 minute discussion (plus travel fees if applicable)**

Signature topics include:

Law & Order: Grant Writer's Unit. Building a Case for a Verdict of Funded.

The Secret to Getting the Grant (...in 200 words or less)

Outputs & Outcomes: Best Practices for Grant Seekers

Financial Indicators that Make or Break Grant Success

Costly Grant Writing Mistakes & How to Avoid Them

GW 101: Intro to the World of Grant Writing

Launching Your Legacy Program from the Ground Up