



Executive Summary

The **2024 Nonprofit Consultant Salary Survey Report**, conducted by **Nonprofit.ist** in collaboration with **Whole Whale**, presents key insights into nonprofit consulting trends, including income, business structures, expertise, demographics, and operational strategies. Based on responses from over 350 nonprofit consultants, this report provides a snapshot of industry benchmarks and trends to help consultants and nonprofit leaders make informed decisions.

Key Findings from This Year

- The **average hourly rate for nonprofit consultants is \$151.19**, with a median of \$126.00. Rates vary widely, from \$30/hr to \$300/hr.
- The **average annual billing is \$102,123**, though it ranges from \$5,000 to \$200,000.
- Specialized expertise in areas such as AI-Technology, Fundraising, and Executive Coaching correlates with higher rates.
- **Strategic planning remains the most common service**, offered by 67% of respondents.
- **Nonbinary and queer consultants reported the highest hourly rates (~\$171/hr)**, edging slightly above male consultants (\$170/hour), but earned less annually than male consultants. Female consultants charged the lowest hourly rate (\$149/hour) and earned the least annually.
- **Black/African American consultants report the highest average rate at \$222/hr**, compared to white consultants at \$146/hr.
- **Urban consultants charge \$165/hr on average**, significantly more than their rural (\$120/hr) and international (\$120/hr) counterparts.
- **Consultants with doctorates charge the most (\$175/hr)**, followed by master's degree holders (\$140/hr) and those with a bachelor's degree or lower (\$110/hr).
- **Experience has a significant impact**—consultants with 20+ years charge an average of \$186/hr, compared to \$107/hr for those with less than one year.
- The **most common fee structure is a project-based model**, though many consultants use a mix of hourly rates, retainers, and other pricing structures.

Want the full report?

Join Nonprofit.ist as an Expert member for access to the full report and our data dashboard that will let you dive deeper into what we found. **nonprofit.ist**