

# Hilltop Consultants Prospective Client Guide

Spring 2027

## FOR PROSPECTIVE CLIENTS

This guide provides an overview of Hilltop Consultants' client recruitment process, what to expect throughout the scope of the project, and next steps.



### Who We Are

Learn about Hilltop Consultants' history, members, and experience in consulting for previous clients .



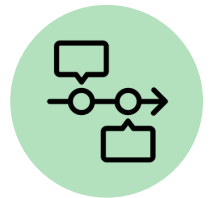
### Our Services

Explore the diverse set of services offered, including work on growth strategy, financial analysis, and more.



### Sample Research

View selected slides from research done for past clients, as well as client testimonials highlighting impact.



### Applications

Understand the client recruitment process, upcoming application deadlines, and points of contact for further inquiries.



# Hilltop Consultants

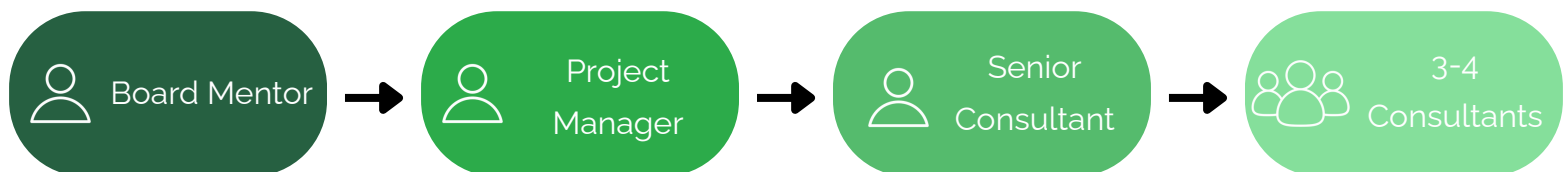
## Who We Are

Georgetown University's Hilltop Consultants is a **student-run consulting organization with 22 years of experience delivering innovative and actionable solutions for nonprofit organizations and socially-minded enterprises**. Since 2004, our members have worked on a range of business and strategy-related problems for over 150 non-profits. These clients have ranged from local organizations to fully funded non-profits such as Greenpeace, Teach for America, the Grameen Foundation, and the American Red Cross.

We leverage Georgetown's academic resources and students' work experience at top companies to develop strategic, implementable solutions. Hilltop Consultants also works with professional consulting firms, including Deloitte, McKinsey, and Bain, to refine our recommendations for every project.

## Team Structure

Every project team is staffed carefully to ensure high-quality, impactful work for our clients. Teams include 3-4 consultants and receive guidance from senior leadership and board mentors throughout the project.



You can find more information on our website: <http://www.hilltopconsultants.org/>

# Our Services

We provide a wide range of product streams, from outreach to operations to growth. Outlined below are examples of past projects, but we are always open to new and exciting asks.



## Marketing & Outreach

- Fundraising Strategy
- Brand Awareness
- Social Media Strategy
- Marketing Strategy
- Corporate Social Responsibility



## Process Improvement

- Stakeholder Analysis
- Metrics and Evaluation
- Campaign Design
- Sponsorship Strategy Budgeting
- Fiscal Planning



## Growth Strategies

- Long-Term Growth Strategy
- Partnership Development
- Volunteer Development
- Diversifying Revenue Streams
- Adapting to Departmental Changes



# Why Choose Us?

Hilltop Consultants connects organizations with Georgetown's top talent to drive real impact.



Consultants are selected through a rigorous application process and attend training sessions led by industry professionals from companies such as Deloitte, KPMG, and PwC.



While working on projects, consultants have access to renowned professors, field experts, and other mentors at Georgetown. Graduates often go on to work at top-tier consulting firms.



Consultants and project leadership work on one client per semester, providing 100% commitment to help clients overcome challenges and create lasting impact.

## Our Three-Phase Process

We follow a structured approach that allows teams to align research progress with the client before final deliverables are created.

**Phase I:** Initial research and benchmarking

**Phase II:** Ideation of initial recommendations

**Phase III:** Creation of final deliverables



# Sample Research and Testimonials

## Client: Changing Perceptions

2.5

CP should switch from Network for Good to Neon CRM to carry out more efficient donor segmentation analysis.



| CRM                                                                                 | Segmentation                                              | Experience                                    | Cost            | Analytics                                          | Target                                      |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------|-----------------------------------------------|-----------------|----------------------------------------------------|---------------------------------------------|
|    | Lacks <b>predictive analytics</b> and functions are basic | Simple yet <b>not customizable</b>            | \$100/month     | Basic reports with <b>no AI insights</b>           | <b>Novice</b> and <b>smaller</b> nonprofits |
|    | Includes best-in-class <b>AI-driven analytics</b>         | <b>Complex</b> yet <b>customizable setup</b>  | \$36/user/month | AI-driven insights with <b>predictive modeling</b> | <b>Large</b> nonprofits requiring insights  |
|    | Focuses on <b>engagement</b> , not segmentation           | Minimalistic, best for <b>donor retention</b> | \$99/month      | <b>Basic variety</b> of analytic tools             | <b>Engagement-focused</b> nonprofits        |
|  | <b>Automates segmentation</b> & has custom tags           | Powerful with <b>slight learning curve</b>    | \$99/month      | <b>Advanced segmentation</b> but no AI             | <b>Growth-oriented</b> nonprofits           |

Source: NeonCRM Onboarding, Revpilots  
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Changing Perceptions

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Changing Perceptions partnered with Hilltop to strengthen community engagement by enhancing programming, expanding volunteer involvement, and building a long-term advocacy strategy. The project focused on increasing donor and community impact. This slide showcases Hilltop's research and recommendation process, evaluating CRM platforms to identify the strongest one for donor segmentation, engagement tracking, and long-term growth.

## Client Testimonial

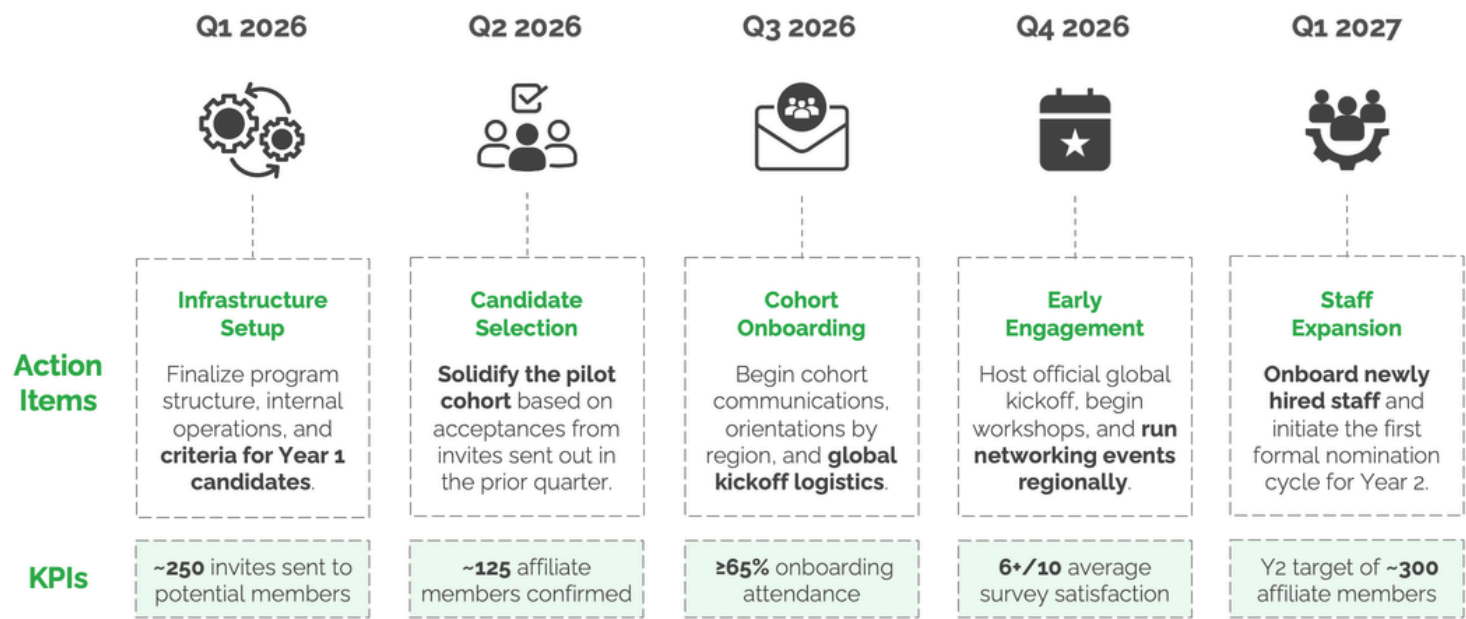
"As a first-time Executive Director, I was carrying both the vision and uncertainty of how to structure our growth responsibly. Hilltop stepped in and gave us ideas, translated our lived-experience-driven work at Changing Perceptions into a clear systems strategy that strengthened how we demonstrate Social Return on Investment. Their work helped me move from leading on passion alone to leading with confidence backed by measurable impact."

# Sample Research and Testimonials

Client: CONFIDENTIAL

2.2

A snapshot implementation timeline can guide leadership initiative's market rollout for 2026-2027 with quarterly milestones tied to KPIs.



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Confidential Client

1

A confidential client sought support in assessing the feasibility and market rollout of a leadership initiative for mid-level women in private equity. Hilltop developed a launch strategy that included event programming, an implementation roadmap for the program's early years, and long-term financial projections and market sizing through 2030. This slide highlights the proposed implementation timeline and market rollout strategy.

Client Testimonial

"Hilltop Consultants were exceptional partners, helping us shape early ideas into a cohesive and executable strategy. They combined rigorous analysis with a genuine understanding of our mission and delivered a strategic plan that was both practical and forward-looking, exceeding our expectations. Their work brought clarity, structure, and momentum to an important growth initiative for us."

# Additional Testimonials



"We appreciate that Hilltop Consultants is modeled on a professional consultant practice, and the team members are specifically assembled with the capabilities, skills, and interest to achieve our specific project goals. Student consultants have unique benefits – low cost, high-engagement, and energy...While I note the attractive cost, it isn't a correlation to what they contribute and deliver to clients."

*- Cathy Yi, VP of Development*



"The final deliverable is polished, professional and will be useful as we evaluate our options for the project. We needed a concise report on the state of the market as well as a financial planning tool that allows us to see a wide range of scenarios play out into the future. Hilltop provided both."

*- Kathlene Collins, Chief Marketing Officer*



"The breadth of analysis and expertise that Hilltop team members applied to challenges facing TWS have provided us with a fresh and invaluable perspective... The recommendations provided in our final deliverables will be key as our organization continues to implement our strategic plan."

*- Kelly O'Connor, Conservation Policy Manager*

# Important Dates and Contact Information



**Applications Due: December 4, 2026**

**Application Link:**

<https://tinyurl.com/ClientApplicationSpring2027>

## Contact

**For Inquiries About Client Recruitment:**

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**For Other Questions:**

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