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Firms offer variable terms to make advocacy affordable

Associations can benefit from flexibility enabled by alternative business models in lobbying; AMCs also



Michael Payne of SmithBucklin and Tom Rosenfield of HillStaffer.



Service on parallel tracks

At HillStaffer, founded in 2011, President Tom Rosenfield said hourly charges vary by service provided and the expertise level of the staffer hired—a former Hill chief of staff or agency director runs more than a former legislative director. But fees are much lower than that of traditional lobbying firms, he said. Revenue tripled last year, he said.

The company offers affordable service in part by hiring semiretired GR veterans, Rosenfield said. HillStaffer's model allows clients to pay for services separately depending on need and the capabilities the client has in-house, he said.