



**Request for Proposal (RFP)
for Fundraising Consultant**

Submission Deadline: February 21, 2020, 5pm EST

Contact:

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Purpose

Middle Border Forward (MBF) is requesting proposals for a Fundraising Consultant (individual or organization) to lead its board members and staff in building their fundraising capacity and developing a comprehensive resource development plan for the organization.

Background Information

MBF is a 501(c)3 nonprofit organization on a mission “to inspire meaningful community engagement & cultivate effective leadership to create a stronger future for the Middle Border region” – which includes the City of Danville & Pittsylvania County in Virginia and Caswell County in North Carolina. MBF’s cornerstone programs include a year-long fellowship for emerging grassroots leaders, youth leadership development programming and innovative outlets for civic & political engagement. While MBF’s programs are open to anyone living and/or working within the region, the organization’s target audiences are populations which have historically been disengaged in community development and leadership opportunities. Information about MBF’s history, values and programs may be found online at www.middleborderforward.org.

Since its founding in 2015, MBF has been funded solely through a regional community foundation. As the organization matures and its programming expands, the need to diversify its revenue streams is apparent. Accordingly, the Board of Directors is seeking a consultant to build MBF’s fundraising capacity and develop a comprehensive resource development plan – which may include both fundraising strategies and a plan for earned income.

Scope of Work

MBF is seeking a Fundraising Consultant with a proven track record for excellence in developing resource development plans and developing an organization’s fundraising capacity.

The consultant’s responsibilities will include:

- 1) A kick-off meeting with the MBF project team to align on scope, priorities, work plan and deliverables.
- 2) Conducting an audit of MBF’s fundraising capacity. Identify strengths and weaknesses of existing infrastructure to determine areas for development, including human & technical resources. Assess the opportunities and threats external to the organization, as well as organizational readiness to execute a comprehensive resource development plan.

- 3) Creating a prospect list that includes potential donors (private sector, government agencies, foundations, individuals and others) likely to support MBF's mission. List will include relevant application procedures and deadlines, if applicable.
- 4) Developing a strategic multi-year resource development plan that includes strategies to diversify MBF's revenue through fundraising and earned income (fee for service).
- 5) Developing a pitch deck based on the fundraising plan.

Proposal Requirements

Competitive proposals will be no more than 10 pages and will include:

- 1) A cover letter.
- 2) Experience and qualifications of the consultant, including the resume of the principal providing direct service for this project.
- 3) A narrative that addresses how the Scope of Work, as outlined above, will be accomplished and the number of hours required to accomplish the plan.
- 4) A timeline which includes benchmarks, scheduled client updates and invoicing schedule aligned with deliverables.
- 5) Project budget with all costs clearly defined, including hourly rate, travel and other related expenses.
- 6) Two (2) references from clients for whom the consultant has performed similar services.

Proposal Evaluation Criteria

All accepted proposals will be reviewed by the Selection Committee and will be evaluated using the following criteria:

- 1) Overall match between the RFP requirements and proposal: understanding of Scope of Work, clearly articulated deliverables and coherence of response.
- 2) Qualifications and previous work of consultant.
- 3) Cost effectiveness.

Project Budget

The total budget for this project is \$11,250.00 and includes all associated costs (travel, materials, etc.). Proposals with budgets in excess of this amount will not be considered.

Project Timeline

This project is expected to proceed as indicated by the timeline below. However, MBF reserves to the right to modify the project timeline, in part or full, as and when it deems necessary.

RFP Release	January 24, 2020
Proposals Due	February 21, 2020
Consultant Selected	February 28, 2020
Project Begins	March 9, 2020
Project Completion	September 18, 2020

Submission Requirements

All proposals should be submitted electronically in PDF or Word to:

Jennifer Gregory

Executive Director

jennifer@middleborderforward.org

Proposals have a 10-page maximum. For ease of reading, text should be formatted using 12-pt. font and 1.5 spacing. Late proposals will not be accepted.

Questions

All questions relative to this RFP should be submitted via email to:

jennifer@middleborderforward.org. Please allow 24-48 hours for response.