

Food & Water Action Political Fundraising Consultant RFP

Food & Water Action (FWA) is seeking an experienced and well-qualified fundraising consultant to lead fundraising efforts for FWA and FWA's associated PAC through the 2022 election cycle, with a potential for renewal depending on funding. The consultant or employee will report directly to FWA's Director of Individual Philanthropy.

About Food & Water Watch and Food & Water Action

Food & Water Watch (FWW) and Food & Water Action (FWA) are affiliated organizations that fight for safe food, clean water, and a livable climate. We mobilize people to reclaim their political power, hold our elected officials accountable, and resist corporate control, ensuring we all have the essential resources we need to thrive. This is a fight we must win, because this planet is the only one we get.

We are working to create a healthy future for all people and generations to come. Making this happen requires involving people in the pressing issues of our time at the local, state, and federal level, building on one win after another, as we develop a larger movement that has the political power to make our democratic process work.

Role of the Consultant

The fundraising consultant will be a key member of Food & Water Action's (FWA) Philanthropy team. This role will primarily focus on helping raise leadership and major gifts from individual donors, while also providing input on digital and direct mail fundraising efforts. As the 2022 cycle progresses, this role's expectations and goals have the capacity and likelihood to change depending on the organization's political fundraising needs.

Position Responsibilities:

- Help individual philanthropy team cultivate and solicit major gifts ranging from \$1,000 - \$250,000 in support of FWA and FWA PAC
- Develop strategies and tactics for upgrading current FWA donors and members
- Work with Individual Philanthropy team to develop materials, strategies and tactics to discuss FWA/FWA PAC fundraising opportunities with donors in portfolio
- Analyze political giving and other relevant information of FWW/FWA membership
- Develop strategies for reaching new audiences that would support FWA/FWA PAC

- Assist Special Events Manager in planning and executing online or in-person events related to FWA/FWA PAC
- Work with Digital team to create fundraising emails and digital ads for FWA/FWA PAC

Timeline

February 11, 2021 - Proposals due

February 14 - 23, 2022 - Proposal reviews and interviews

February 28, 2022 - Candidate selected

March 7, 2022 - Proposed project start

November 30, 2022 - Project complete

Desired Qualifications

- 5+ years experience in political or PAC fundraising, with a track record of securing \$25,000+ gifts
- Experience with Salesforce or comparable CRM software
- General knowledge of federal election laws
- Strong research skills
- Excellent written and interpersonal communications skills
- Strong skills with Google Apps including Docs, Sheets, and Drive
- Nonprofit experience a plus

Compensation

Please include a budgetary schedule of your requested compensation for March 2022 through November 2022.

How to Apply

Send the following to Jonathan Kellam, Director of Individual Philanthropy at jkellam@fwwatch.org by February 11, 2022.

- Cover letter and resume indicating interest and experience
- Proposed fee structure for services
- Proposed actions you will take to successfully raise funds along with a timeline
- At least two references from clients you've done similar work

Other Terms and Conditions

Issuance of this RFP does not constitute an award commitment on the part of Food & Water Action. By submitting a valid proposal in response to this RFP firms accept to adhere to the RFP Terms and Conditions.

Confidentiality

All information disclosed by either party regarding this RFP is confidential, and shall be treated as such. Access to this information must be managed responsibly. If, as part of your proposal, you are going to be working with other vendors, you must get permission from Food & Water Action to share any information contained within this RFP. Food & Water Action will keep confidential any information included in your RFP response and request that all materials be clearly marked as confidential & proprietary business information. For the use of the RFP review/evaluation team, Food & Water Action may copy and/or reproduce all material submitted as part of RFP and will be authorized to do so by vendor submission.

Award Basis

At the option of Food & Water Action, finalists may be selected for a final round of negotiations. However, applicants are encouraged to present their best offers with their initial submission. Food & Water Action reserves the right to accept or reject any and all proposals, to waive any irregularities in any proposal process, to extend the time for submission of all proposals in response to this RFP after notification to all bidders, and to make an award of contract in any manner in which Food & Water Action, acting in the sole and exclusive exercise of its discretion, deems to be in its own best interest.

Equal Opportunity

Food & Water Watch/Food & Water Action emphasizes that all respondents will receive full consideration without regard to race, color, religion, sex, national origin, disability, age or sexual orientation.