



January 13, 2021

REQUEST FOR PROPOSAL for a major gifts development consultant to launch and lead a Major Gifts Initiative for the [Alliance for the Chesapeake Bay \(Alliance\)](#).

Introduction: The Alliance for the Chesapeake Bay brings together communities, companies, and conservationists to improve our lands and waters. Our vision is clean streams and rivers flowing through resilient landscapes, cared for by the people who live, work, and play in the Chesapeake Bay watershed. [We value collaboration, inclusivity, and driving with results for collective, equitable, and measurable impact.](#)

The Alliance aims to enhance our efforts to raise funds from both current individual and institutional donors and from new donor audiences. Currently, the organization is primarily supported by funding from grants, which contain restrictions on how such funds must be spent. The Alliance is focused on increasing unrestricted funding. In this way, the Alliance will be better able to undertake projects to restore the streams and forests of more areas within the Bay watershed, including (not limited to) racially diverse and economically disadvantaged areas that may not now receive a proportionate share of watershed restoration grant dollars.

Background: The Alliance is celebrating its 50th anniversary in 2021. An experienced major gifts development consultant will aid Alliance leadership in launching and leading a new Major Gifts Initiative to support the development of the next generation of solutions to the challenges of the Chesapeake Bay. This consultant will help the Alliance meet its Priority 4 identified in the [2019-2022 Strategic Plan](#), to *Ensure Organizational Sustainability for the Next 50 Years*. The work product of this consultant will help the Alliance meet both financial and equity goals into the future, especially focusing on accessing diverse sources of unrestricted funds.

Scope of Work: The Alliance's Chief Executive Officer, Board of Directors, and other identified staff/Board members will work closely with the consultant to provide guidance, feedback, and input during the development of the Alliance's Major Gifts Initiative. The Board of Directors will provide final approval for initiatives undertaken during or as a result of this project.

The anticipated tasks (and sub-tasks) are listed below. Based on proposals received and subsequent review, the tasks may be further refined. All final tasks will be included in the contract with the successful consultant.

Task 1: Establish a comprehensive individual major gifts program

- Assess the Alliance's current approach to fundraising and provide written feedback
- Drawing on the Alliance's mission, and the strength of the Alliance's current fundraising strategies in our 50th anniversary year, develop an in-depth plan for the cultivation and stewardship of major new gifts.
- Provides guidance about how the Alliance's State Directors can support the major gifts process.

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Task 2: Educate and activate the Alliance Board of Directors on best practices, strategies, and engagement of individual donors.

- In collaboration with the Executive Director and the Board Chair, design and lead two training sessions for the Board of Directors and State Directors.
- Develop comprehensive guidelines for Board Member-Donor engagement
- Provide recommendations on the staffing needed to implement this work.

Task 3: Create materials that focus on the message of our 50th anniversary, tied to our goal of financial sustainability for the next 50 years.

Timeframe & Budget: The proposed scope of work should be completed within a 6 month period, from approximately March 1, 2021 through August 31, 2021. This timeframe is subject to change based on Alliance funding sources and the consultant-interview process. The budget of this scope of work is not to exceed **\$45,000**.

Qualifications, Proposal Format, & Submission Instructions: Qualified consultants will have demonstrated experience in working with small to medium nonprofits in leading Major Gifts Initiatives (or similar work). The proposal must include a cover letter, company profile, relevant examples of work, and list of at least three relevant client references. The proposal must also include a detailed approach, project timeline, and a line item budget broken down by task (including quantities and rates). Consultants must be based in the United States.

Deadline for Submissions: 11:59pm on Sunday February 14th.

Submissions must be sent to: Kate Fritz, CEO, at KFritz@allianceforthebay.org with the subject line "Major Gifts Initiative RFP".

No telephone inquiries, please.

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