



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

Business Volunteers Maryland is a 501 (c) (3) organization that strengthens the community by making strategic connections between people, businesses, and nonprofits.

[www.businessvolunteersmd.org](http://www.businessvolunteersmd.org)

**Deadline for Submission: November 8, 2021, 8:00am**

## **PURPOSE:**

Business Volunteers Maryland is a nonprofit organization that strengthens the community by connecting the talents of local business professionals to nonprofit organizations seeking volunteers and board leadership. In addition, Business Volunteers helps companies create, activate, and maintain strategic community engagement programs that involve employees at all levels. Finally, Business Volunteers delivers high-value training and seminars to business leaders on topics such as corporate social responsibility and nonprofit board governance.

The purpose of this Request for Proposal (RFP) is to solicit proposals from consultants, experienced in fundraising for nonprofits. The consultant will develop and implement a customized fundraising plan to help Business Volunteers attain incremental revenue to fund a new position for three years, and beyond, and ultimately receive the balance of a match pledge from an individual donor.

## **SUMMARY & BACKGROUND:**

For nearly twenty years, Business Volunteers has worked with leading businesses and employers in Baltimore and the surrounding five counties to develop customized community engagement plans. Through in-depth consulting with company leadership, employees, and stakeholders, Business Volunteers develops a deep understanding of the organization's mission, values, and goals for their engagement plan. Business Volunteers designs and then implements each component of their exclusive solution.

Custom Engagement Plans may include:

- One-on-one concierge nonprofit Board matching and placement support.
- Training for nonprofit board members, defining roles and fiduciary responsibilities.
- Team volunteering project design and facilitation; including direct service and skilled volunteering events.
- Civic engagement fellowship program for high potential, mid-career professionals.
- Facilitation for all events and engagements to enable partners and their employees to focus on the mission and programs while Business Volunteers leads the preparation and execution.

Business Volunteers is funded almost exclusively by business "partners," in a fee-for-service model. There are also individual donors and grants. The combination of this funding enables Business Volunteers to support businesses in attaining their goals, while providing significant programs and services for nonprofit organizations **at no charge to the nonprofit**. These services include vetted and trained board members, volunteer groups for direct service and pro bono consulting projects, and other training and networking opportunities. In most cases, nonprofit organizations are aware of Business Volunteers programs and services and submit their organizational profile to be considered for all programming.

The Numbers:

- Over 1,000 professionals placed on nonprofit Boards
- Over 75 businesses supported annually
- Over 200,000 volunteers placed in direct and skilled volunteering opportunities
- Over 450 aspiring civic leaders prepared and empowered to engage more strategically in the community
- Over 200 nonprofit organizations supported (at no cost to them) each year

- Tens of millions of dollars in time and talent infused in Central Maryland.

### **PLANNED NEW MODEL:**

While Business Volunteers has been effective in serving Baltimore businesses and nonprofits for decades, our model has presumed that nonprofit organizations are aware of Business Volunteers Maryland and may have not been inclusive to grassroots organizations including BIPOC-founded and/or led organizations

Business Volunteers believes that community-based organizations know best about their unique needs and seeks to connect more effectively with organizations addressing inequity and social justice. We propose intentional outreach to a cohort of community-based nonprofit organizations; we will work with BIPOC-founded and/or led organizations to identify and understand their unique and specific needs and identify private sector (corporate partner) resources to support their goal attainment.

This requires Business Volunteers to create and fund a new role in the organization, a Nonprofit Advancement Specialist. The ideal candidate:

- understands the root causes of regional inequity and values how nonprofit organizations are positioned to help
- is familiar with the Baltimore area nonprofit landscape, nonprofit operations, and the challenges in building capacity that many organizations face
- is a skilled communicator and convener, has experience in relationship building among diverse audiences, problem solving and understanding root causes of issues and program gaps, and is deeply committed to getting results
- is a strategic advocate who can leverage partnerships with organizations who are already building capacity in the community, as well as develop and implement custom capacity building support plans for a cohort of BIPOC led organizations.

Through this effort, nonprofits will ultimately be connected to meaningful resources and opportunities in the private sector.

### **FUNDRAISING NEED**

Business Volunteers recognizes this endeavor will require the right candidate and time to design and implement a comprehensive program. While we are seeking three years of funding, or \$300,000, for the development and ongoing support of this more intentional approach, a private philanthropist has committed \$100,000 to this effort if we are successful in raising an additional \$200,000. Business Volunteers needs to ensure new sources of funding are identified to achieve this lofty goal. Traditional business partners are expected to continue to fund ongoing, core business programs and therefore, Business Volunteers needs to foster relationships with other businesses, foundations, private donors, and other funders with whom we have limited experience or exposure.

Business Volunteers requires the assistance of a fundraising consultant to help define a strategy, develop tools, and implement a campaign to ensure attainment of the fundraising target.

### **SCOPE OF WORK – KEY DELIVERABLES:**

- A. Develop a plan and implementation strategy for a fundraising program that generates a minimum of \$200,000 in unrestricted revenue to support Business Volunteers Maryland’s proposed new staffing model and three-year support plan. We seek a consultant who can help us identify new funding sources and facilitate introductions to decision makers.
  1. Develop a comprehensive fundraising plan with strategies to increase Business Volunteers Maryland’s fundraising efforts from private foundations, corporate sponsorships, and foundations (only incremental funding from current business partners, specifically designated for this program will apply), and other prospective donors.
  2. Recommend key components and tactics for implementation, including templates for outreach and development of a prospective donor list.
  3. Creation of a template to track attainment of fundraising goals. Knowledge of Salesforce and suggestions for integration with current tools is encouraged.
- B. Implement the fundraising strategy for an agreed-upon time following the completion of the plan. The consultant *is* expected to raise a significant portion of the funding.
  1. Launch fundraising efforts with a focus on targeted donors and philanthropies, including development of materials, initial outreach, follow up, continued relationship building, and written grant proposal submission.
  2. Provide training and guidance to Business Volunteers Staff members on how to support the consultant’s initial implementation of the fundraising plan.
    - i. Business Volunteers’ Staff is lean and will make themselves available as much as is possible. The consultant is expected to take initiative and execute on agreed upon plans, introducing Business Volunteers at critical points in the process.
  3. Facilitate introductions to consultants’ key contacts from prospect list as appropriate.
- C. Create and execute a funds stewardship strategy for this campaign.
- D. Develop an annual fund plan, based on donors and messaging for this strategy.

### **PROJECT TIMELINE & REQUIREMENTS:**

This RFP represents the requirements for an open and competitive process. Proposals will be accepted until 8:00 am on November 8, 2021. Evaluation of proposals will be considered the week of November 8<sup>th</sup> and 15<sup>th</sup>. If additional information or discussions are needed with any bidder(s), the bidder(s) will be notified via email during that review period. It is our intent to come to an agreement with the selected bidder by November 19, 2021, with work to commence immediately.

Proposals may be submitted via email to Julie Kernan, President and CEO for Business Volunteers Maryland at [jkernan@businessvolunteersmd.org](mailto:jkernan@businessvolunteersmd.org) with a copy to Melissa Hersh at [mhersh@businessvolunteersmd.org](mailto:mhersh@businessvolunteersmd.org).

The following requirements are to be addressed in the proposal for consideration:

- Proven track record for creative excellence in fundraising and developing organizations’ fundraising capacity, particularly with individual philanthropists and grant making foundations/organizations.
- Ability to facilitate introductions to prospect organizations.
- Ability to work independently with a focus on outcomes.
- Capital campaign and Annual giving campaign experience.

- Excellent written and verbal communications.

#### **TIMELINE AND PRICING PROPOSAL**

- The proposed timeline for the project should cover consulting support for activities between November 2021 and March 2022.
- The proposal should include the total price for completing the project by the end of the first quarter of 2022.

#### **PROPOSAL FORMAT**

To be considered for this project, proposals should include:

- Professional overview – A description of the bidder, summary of experience with a focus on programs implemented in the Baltimore region, and detailed contact information.
- Price Schedule – A description of the bidder’s price proposal, including all components of the total price.
- Capability Statement – A detailed response to the service/specifications requested, along with an outlined work plan.
- Professional References – A list of at least three professional references with detailed contact information.

Please limit content to ten (10) pages.

Proposals and all questions pertaining to this proposal may be submitted via email to Julie Kernan, President and CEO for Business Volunteers Maryland at [jkernan@businessvolunteersmd.org](mailto:jkernan@businessvolunteersmd.org) with a copy to Melissa Hersh at [mhersh@businessvolunteersmd.org](mailto:mhersh@businessvolunteersmd.org).

Proposals are due by: 8:00 am Eastern on November 8, 2021.