Request for Proposal (RFP) for Fundraising Consultant

Purpose
Center of Wellness for Urban Women (CWUW) is requesting proposals for a Fundraising Consultant (individual or organization) to lead CWUW's board members and staff in building their fundraising capacity and developing a fundraising plan for the organization.

Background Information
CWUW founded in 2007 is an organization empowering women and their families living in urban communities to take action in their health and well-being through education, prevention, advocacy, and care. Its CWUW's goal to create healthier communities with more integrated and coordinated women's health delivery systems targeted to women as well as assist women in the navigation of health and wellness services including mental health.

Currently, CWUW's Board of Directors developed a 3-year strategic plan which identified the need to increase and diversify funding as an organizational priority including the development of a CWUW's office location. Accordingly, the Board of Directors is seeking a consultant to build CWUWs capacity and success in fundraising and develop a comprehensive and customized fundraising plan as well as seek funding opportunities on CWUW's behalf.

Scope of Work
CWUW is seeking a Fundraising Consultant with a proven track record for excellence in developing fundraising plans and developing an organizations' fundraising capacity.

The consultant's responsibilities will include:

1. A kick-off meeting with the CWUW project team to align on scope, priorities, workplan and deliverables.
2. Conducting an audit of CWUW's fundraising capacity. Identify strengths and weaknesses of existing fundraising efforts and infrastructure to determine areas for improvement and development. Assess the opportunities and threats external to the organization as well as organization readiness that will inform the fundraising plan to ensure its success.
3. Conduct at least two trainings on fundraising with CWUW board of directors and staff.
4. Creating a prospect list that includes potential donors (private sector, governments, foundations, individuals and others) that work to support CWUW's vision. List will also contain upcoming RFPs and relevant application procedures and deadlines.
5. Write two grants supporting CWUW programs.
6. Work with partners in identifying and securing funding for a new CWUW office location in the Near Northwest Neighborhood.
7. Developing a strategic multi-year fundraising and implementation plan that includes strategies to increase CWUWs fundraising efforts from private sector, governments, foundations, individuals and others that is reflective and in alignment with the organizations mission/vision/values and capacity.
8. Developing a pitch deck based on the fundraising plan.

Submission Requirements

1. All Proposals should be submitted electronically in PDF or Word to:

   Rhonda L. Bayless
   Executive Director
   rlbayless@cwuwonline.org
2. Proposals have a 10-page maximum. For ease of reading use 1.5 spacing and 12-point font size.
3. Those responding to this RFP must follow its procedures and requirements. Failure to comply with or complete any part of this RFP may result in rejection of the proposal.

All proposals must include:

1. A cover letter.
2. Experience and qualifications of the consultant and include the resume of the principal resource development professional providing direct service for this project.
3. A narrative that addresses how the Scope of Work, as outlined above, will be accomplished, including a timeline with benchmarks and the number of hours required to accomplish the plan.
4. A reporting and communication plan.
5. Clear demonstration that the consultant has familiarity/ knowledge of Indianapolis, Indiana area, women's health, social services, and family services.
6. Clear outline of responsibilities for both CWUW's and the selected consultant.
7. Project budget as well as all costs payable by CWUW's must be clearly defined. Note that billing will coincide with reaching set goals and/or milestones.
8. Three (3) references from clients for whom the consultant has performed similar services.

Proposed Evaluation Criteria

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

1. Overall match between the RFP requirements and proposal: Understanding of scope, objectives and completeness and coherence of response (35 points)
2. Qualifications and previous work of consultant (25 points)
3. Demonstrated ability of consultant to carry out fundraising plan of similar character and size (25 points)
4. Cost effectiveness (15 points)

Schedule

The selection of the fundraising consultant is expected to proceed as indicated below:

RFP Release	15 Aug
Proposals Due	15 Sept
Consultant Selected	29 Sept
Project Begins	4 Oct Upon agreement with CWUW and
Project Completion	consultant (85% of work should be
Report Due	completed by May 31, 2020)

Selection Process
CWUW will use a two-stage process for the final selection of a qualified consultant to perform stated work.

1. During Stage 1 all proposal packages submitted will be reviewed by a selection committee. The Executive Director and the CWUW Board of Directors anticipates short-listing up to three (3) consultants based on an evaluation of the written proposals submitted. Shortlisted consultants may be asked to submit additional information prior to their interviews. The CWUW Board of Directors will rank the consultants after all interviews are completed.

2. During Stage 2, CWUW will select a consultant based on the selection criteria. CWUW will then initiate contract negotiations. If contract negotiations are unsuccessful, CWUW will enter into a subsequent negotiation with the next highest short-listed consultant.

Invoicing
Billing will coincide with reaching set goals and/or milestones.

Terms and Conditions
The successful contractor may be awarded a short-term professional services contract for the services identified in this RFP and in the proposal to the contractor.

Issuance of this RFP does not commit CWUW to award a contract or to pay any costs incurred in preparation of proposals responding to the RFP.