

REQUEST FOR PROPOSALS
DIRECTOR OF DEVELOPMENT



NATIONAL CONSERVATION FOUNDATION (NCF)
509 CAPITOL COURT, NE
WASHINGTON, DC 20002

DATE RELEASED: June 6, 2022

PROPOSALS DUE: July 1, 2022

CONTACT PERSON: Jeremy Peters, Executive Director
National Conservation Foundation
PHONE: 202 547-6223
EMAIL: jeremy-peters@nacdnet.org

1.0 GOAL

The National Conservation Foundation (NCF) is requesting proposals for a part-time Director of Development to lead NCF in implementing a fundraising plan for the foundation.

2.0 BACKGROUND

The National Conservation Foundation is a 501 © (3) nonprofit organization. Organized in 1952 the NCF supports the advancement of programs and partnerships to deliver conservation solutions through locally-led conservation and to develop the next generation of conservation leaders. The foundation provides funding for public outreach, youth education and leadership development programs. For additional information visit the NCF website at: <https://www.nationalconservationfoundation.org/>

3.0 SCOPE OF WORK

The NCF is seeking a detailed proposal from an experienced fundraising professional who possesses an innovative fundraising vision and a dedication to achieving results. This position is anticipated to be part-time, but future consideration will be given for full-time employment. Both individual consultants and consulting firms are encouraged to apply.

The consultant will:

- Provide leadership in the implementation of a sustainable multi-year fundraising plan that supports the NCF strategic plan goals and objectives and that includes four primary components: annual giving, midlevel giving, major giving and planned giving. Detailed plan framework has already been developed based on a planning study executed by a national fundraising firm.
- To cultivate a small number of exiting major donor prospects leading to solicitation.
- Research, create, establish and maintain a strong pipeline of potential donors that are reflective and in alignment with the NCF mission, vision and values to create a culture of philanthropy.
- Work with the Executive Director and Board to further refine the fundraising plan and to develop fundraising support skills.
- Identify and cultivate a select number of corporate philanthropies in support of Foundation programs.
- Create a national outreach program in key US markets where Foundation programs are strong to support fundraising growth.
- Review and make recommendations for refreshing NCF website to better align with fundraising needs.
- Develop communications collateral, including a case for support, in support of fundraising opportunities and to raise awareness of NCF programs.
- Track progress to ensure successful fundraising campaigns remain a priority for NCF.

4.0 PROPOSAL REQUIREMENTS

All proposals must include:

1. Cover letter
2. Consultant Resume/CV
3. A narrative that addresses how the Scope of Work, as outlined, will be accomplished, including timeline with benchmarks and the number of hours required to accomplish the plan.
4. A reporting and communication plan.
5. Clear outline of responsibilities for both NCF and the selected consultant.
6. Project budget as well as all costs payable by NCF must be clearly defined.
7. Three references from clients for whom the consultant has performed similar services within the last 2 to 5 years. A case study of a successful project and/or power point presentations are encouraged but not required.

5.0 SUBMITTAL QUESTIONS

All questions on the RFP should be received no later than **5 PM ET on Friday, June 24, 2022** either by email or by phone using the contact information on the cover sheet of the RFP.

6.0 SUBMITTAL DEADLINE

RFP proposed release date: Monday, June 6, 2022. Bidders must submit their written proposal to the person listed on the cover sheet via email. Submittals must be received by **5 PM ET on Friday, July 1, 2022**. This is a firm deadline and no proposals will be accepted after this time.

7.0 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 and flexibility to meet the needs of the organization (25 points)
4. Cost effectiveness (15 points)

8.0 PROPOSAL SCHEDULE

RFP Release Date	June 6, 2022
Deadline to submit questions	June 24, 2022
Proposal Deadline	July 1, 2022
Review by Selection Committee and Decision	July 15-20, 2022
Issuance of Contract	August 1, 2022

9.0 TERMS AND CONDITIONS

Issuance of this RFP does not commit NCF to award a contract. NCF prohibits discrimination based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status or political beliefs.