



Request for Proposals (RFP) for Development/Fundraising Consultant

Release Date: October 3, 2022

Due Date: October 28, 2022

Riverkeeper seeks to retain a Development consultant, firm or organization to assist the President and Vice President for Development in creating a five-year funding strategy to grow Riverkeeper's budget. We are seeking to benchmark our performance against groups with similar sizes and missions; prepare for future trends in philanthropy; grow the Development team appropriately; and implement best practices in fundraising and development.

This RFP outlines the expectations and timeline for the scope of work. The selected consultant will possess capacity and competencies on a full range of services, including experience in developing forward-facing fundraising strategies that will help us grow from \$4 million to \$6 million with the right mix of Major Gifts, Grants, Corporate Gifts and Sponsorships, Membership, Planned Giving, Events, and Endowment.

Background on [Riverkeeper](#):

For more than 50 years, Riverkeeper has sought to protect and restore the Hudson River from source to sea and safeguard drinking water supplies, through advocacy rooted in community partnerships, science and law.

Riverkeeper's goal is to ensure Hudson River, its tributaries and watershed, and the New York City drinking watershed are restored to ecological health and balance; free-flowing, resilient, and teeming with life; reliable sources of safe, clean drinking water; recovered from historic and inequitable environmental harms; safe and accessible for swimming, fishing, boating and other recreational activities; and valued and protected by all. We are a 25-person organization with an annual operating budget around \$4.5 million.

We have a seasoned development team of five that raises approximately \$4.5M annually through a mix of individual, foundation, and corporate gifts and grants and fundraising events. We are looking for an organization that will help us develop a five-year growth plan, help think through an annual event plan, and determine the best ways to allocate our limited fundraising resources among competing priorities. We use Blackbaud and Raiser's Edge and are not currently looking to change or analyze our database.

RFP Selection Process Timeline:

Proposals are due Friday, October 28, 2022 at 5pm EST, with a preferred start date of November 28, 2022.

October 3, 2022: RFP Released

October 28, 2022: Applications Due

October 31 - November 4, 2022: First Review

November 7 - 11, 2022: Interviews

November 14 -18, 2022: Final firm selected and awarded

November 28, 2022: Proposed start date

Scope of Work

The selected consultant will:

- Collaborate with Riverkeeper's President, Vice President for Development, and development team members who are supporting this work
- Help Riverkeeper create a five-year fundraising and development plan that will:
 - Enable Riverkeeper to grow its budget from \$4 to 6 million
 - Suggest the right mix of fundraising activities, including cultivation events, corporate donations, membership and major gifts
 - Pinpoint investments needed to increase the capacity of the development team
 - Address relevant trends in philanthropy
 - Benchmark Riverkeeper's fundraising against non-profits of similar size and mission
 - Analyze the right moment to focus on increasing Riverkeeper's endowment

Qualifications

- Expertise in all forms of development and fundraising, particularly membership, corporate giving and events
- Experience creating long-range development plans for nonprofit organizations
- Demonstrated success in assisting development departments achieve financial goals
- Knowledge of Blackbaud applications
- Expertise in the intersection of Marketing, Development, and Communications

Org. Development Group

Search Process: Riverkeeper's President, Vice President for Development, and Chief Financial Officer, will provide support to the search process and jointly make the final hiring decision.

Working relationship: The consultant will report to the Vice President for Development and will work in close coordination with the President and Development team.

RFP Submission Requirements

Proposals should be no more than ten (10) pages, not including references, and cover the following:

1. Organization Description: Brief history and summary of you/your firm and expertise.

2. Approach to Development and Fundraising: Please tell us about the process and methodology you would go through to help Riverkeeper develop a five-year fundraising and development plan. Detail how you will accomplish the above scope of work, including a clear delineation of what we should expect you to be responsible for and what you expect from Riverkeeper. Include how you plan to engage and include development staff and other stakeholders.
3. Deliverables: How will we measure success throughout the process?
4. Proposed Timeline: Estimate the start and end dates for the process.
5. Budget: Proposed cost along with narrative description of what is included in this cost. All costs from conception to completion should be included. Ideally, there would be a scaled approach to budget, with various options.
6. Experience and Unique Qualifications: Describe your experience for similar requirements and the value that you brought to those assignments. This should include an overview of prior similar engagements, your work with nonprofits, average length of engagement, and what would make you a unique partner for Riverkeeper.
7. References: Provide at least three references

Proposals must be sent electronically in a single PDF file to: humanresources@riverkeeper.org, Subject Line: Development Consultant RFP, by October 28, 2022, at 5:00pm EST. By submitting a proposal, you authorize Riverkeeper to contact references to evaluate the person/firm's qualifications for this project. Riverkeeper will be available to answer questions during the proposal writing process by email and/or phone calls.

Evaluation Criteria

All proposals will be evaluated based on the following key criteria:

- Performance capability—the extent to which the proposal demonstrates the consultant's ability to provide the depth and breadth of experience, skills, knowledge and creativity generally required by this project.
- Understanding of Riverkeeper's mission, values, and programs.
- Demonstrated experience with similar-sized nonprofit organizations.
- Demonstrated experience with nonprofit organizations working in the conservation/environmental advocacy space.
- Completeness and quality of response, including clear deliverables and reasonable approach.
- Proposed cost and timeline.
- References.

Top-rated candidates will be invited to interview with the President and Vice President for Development. The selected consultant and Riverkeeper will then mutually discuss and refine the scope of work for the project and shall negotiate final conditions, compensation, and performance schedule for the subsequent contract to be executed.