



REQUEST FOR PROPOSALS FOR DEVELOPMENT CONSULTANT

30 June 2020

Purpose

The West Virginia Land Trust (WVLT) seeks proposals for a Development Consultant to lead its board members and staff in building its fundraising capacity and developing a fundraising plan for the organization.

Scope of Work

Advise WVLT on its potential and mechanisms for developing diversified income sources, and increasing existing fundraising sources. These should include recommendations regarding major gifts, planned giving, annual appeals, foundation/corporate/government grants, and campaigns, using contact methods and strategies that incorporate both digital/social media and conventional outreach.

Identify key constituencies and effective strategies for engaging, recruiting, and retaining them.

Guide the development and production of a 3-5 year fundraising plan and development strategy with ambitious but achievable goals.

Articulate internal processes that will maximize WVLT's ability to create and maintain donor and contact files, analyze donor data, conduct prospect research, and implement findings to expand the donor base and increase average gifts.

Work with the Executive Director to define staff and Board roles in supporting the plan and strategy.

Provide recommendations on staffing and resource needs, including consideration of roles and responsibilities of new or modified staff positions.

Provide coaching and development training to staff and Board members in order to enhance each individual's contribution to the organization's overall success in achieving financial sustainability.

Consideration of other income sources such as mitigation and opportunities for monetization of land assets (carbon credits, sustainable harvest) will contribute to WVLT's long-term success, though their specialized and technical nature fall outside the more traditional "development" model and may or may not be a part of the scope of work for this proposal.

A detailed scope of services will be revised and finalized at the time of the contract.

Qualifications of Consultants

Experience in guiding other land trusts of similar size with similar challenges to successful implementation of fundraising efforts that achieved organizational goals.

Demonstrated ability to articulate strategies and craft a plan, in cooperation with staff and board members, that reflects the social and economic context in which WVLT operates. Provide clear metrics and timelines for success.

Skill in training, working with or coaching board and staff members, and building an esprit de corps for the common purpose of organizational sustainability.

Proposal Submission

Proposals should be submitted electronically (in PDF or Word) by Friday, July 17, to Brent Bailey, Executive Director. Email is brent@wvlandtrust.org.

Potential candidates for this consultancy who have additional questions after reviewing this RFP, or who wish for additional WVLT background information, are welcome to contact the Executive Director prior to submitting a proposal. WVLT's website can be viewed at wvlandtrust.org.

Proposals should provide:

- Evidence of experience with the land trust and conservation community, and qualifications;
- Description of recommended approach and methodology, with benchmarks;
- An outline of responsibilities for WVLT and the selected consultant;
- Timeline and cost proposal.

Evaluation and Review

Proposals will be evaluated by a committee of board and staff of WVLT. A short list of candidates will be developed, with whom follow-up interviews via video conference will be held.

Committee review of proposals will be completed by July 27, 2020.

Follow-up interviews will be completed by August 3, 2020.

Selection will be finalized by August 10, 2020.

Project start date and completion date will be negotiated with the selected consultant.