



2306 Hancock Drive, Austin, Texas 78756 | (512) 467-2600 | [www.christicenter.org](http://www.christicenter.org)

## **Request for Proposal (RFP) for Development Consultant for Strategic Fundraising Plan**

### **Introduction:**

The Christi Center is seeking proposals from experienced development consultants to assist in the creation of a comprehensive and strategic fundraising plan. The selected consultant will collaborate closely with our leadership team, staff, and stakeholders to design a sustainable, actionable, and data-driven fundraising strategy that will help us achieve our mission.

This RFP outlines the scope of work, qualifications, and submission guidelines for the proposal process.

### **Organization Overview:**

Christi Center is a free resource for any grieving person in Central Texas. We offer hope after the death of a loved one by providing support networks, community education and therapeutic activities that are free, peer-based, and ongoing. We serve any child, teen, or adult who is grieving the death of a loved one.

We are committed to:

- Providing grief support at no charge to grieving families for as long as they need it
- Educating and increasing community awareness on issues facing the bereaved
- Building community partnerships to better support grieving people
- Preserving a diverse and sustainable base of volunteer and financial support to ensure that the Center's services will always be available for those in need

As part of our growth strategy, we are looking for a seasoned consultant to guide us in developing a strategic plan that strengthens and diversifies our fundraising efforts.

### **Scope of Work:**

The selected consultant will be responsible for the following key deliverables:



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**1. Assessment of Current Fundraising Landscape:**

- Review and analyze our current fundraising strategy, practices, and outcomes.
- Conduct interviews with key staff, board members, and donors.
- Identify strengths, weaknesses, opportunities, and challenges in our current approach.
- Benchmark our fundraising efforts against industry best practices.

**2. Development of a Comprehensive Fundraising Strategy:**

- Create a multi-year, donor-centered fundraising plan that aligns with our mission, vision, and financial goals.
- Recommend specific fundraising channels and tactics, including individual giving, major gifts, grants, corporate sponsorships, planned giving, events, etc.
- Set realistic, measurable goals and timelines for the strategy.
- Provide clear recommendations on donor segmentation and cultivation strategies.
- Identify potential funding sources and partnership opportunities.

**3. Implementation Roadmap:**

- Develop a detailed action plan for the first year of implementation, including key activities, responsibilities, and timelines.
- Provide strategies for building donor engagement and improving retention rates.

**4. Capacity Building and Staff/Board Training:**

- Offer recommendations for strengthening the development team's capacity to execute the plan effectively.
- Provide a training session or workshops for staff and board members on fundraising best practices.

**5. Donor Stewardship and Communications:**

- Develop strategies for donor stewardship, recognition, and engagement.



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- Guide on crafting compelling case statements and fundraising communications.

#### **6. Ongoing Evaluation and Adjustments:**

- Suggest a framework for tracking progress, evaluating success, and making necessary adjustments to the strategy.

#### **Project Timeline:**

- RFP Issuance Date: February 17, 2025
- Proposal Submission Deadline: March 21, 2025
- Consultant Selection and Notification: March 31, 2025
- Project Start Date: April 1, 2025
- Project Completion Date: June 1, 2025

#### **Consultant Qualifications:**

The ideal consultant or consulting firm will possess the following qualifications:

- Proven experience in creating and executing successful fundraising strategies for nonprofit organizations.
- Demonstrated expertise in a range of fundraising approaches (e.g., individual giving, major gifts, grants, events, etc.).
- Strong understanding of donor psychology and effective engagement techniques.
- Ability to work collaboratively with diverse stakeholders.
- Excellent communication and presentation skills.
- Strong analytical and strategic thinking abilities.
- Knowledge of fundraising software and CRM tools is preferred.
- Previous experience with organizations of a similar size or mission is preferred.
- Previous experience working with organizational Founders is preferred.



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## Proposal Requirements

All proposals must include the following:

### 1. Consultant Background:

- Overview of your firm or individual experience.
- Relevant case studies or examples of previous fundraising strategies developed.
- Resumes or bios of key team members.

### 2. Approach and Methodology:

- Description of your approach to developing a strategic fundraising plan, including your process for conducting assessments, creating strategies, and providing actionable recommendations.
- Outline of how you will engage with our staff, board, and stakeholders during the process.

### 3. Timeline:

- A proposed timeline for completing the work, including key milestones.

### 4. Budget:

- Detailed cost breakdown for the project, including hourly rates or project fees and estimated total cost.
- \$4,000-\$5,000 a month
- Any potential additional costs (travel, materials, etc.).

### 5. References:

- Contact information for at least two organizations where you have successfully implemented similar fundraising strategies.

## Proposal Submission Guidelines:

- **Deadline for Proposal Submission:** March 21, 2025
- **Submission Method:** email



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- **Contact Person for Questions:** Jocelyn Chamra Barrera, [jocelyn@christicenter.org](mailto:jocelyn@christicenter.org)
- **Submission Format:** PDF format preferred.

**Evaluation Criteria:**

Proposals will be evaluated based on the following criteria:

- Relevant experience and qualifications of the consultant/team.
- Quality and clarity of the proposed approach.
- Demonstrated understanding of our organization and fundraising needs.
- Cost-effectiveness and value for investment.
- Client references and past successes.

**Terms and Conditions:**

- Christi Center reserves the right to accept or reject any proposal submitted in response to this RFP.
- All costs related to the proposal process are the responsibility of the submitting consultant.
- The selected consultant must sign a formal agreement outlining the scope of work, timelines, and payment terms.