



Climate Neutral for a Healthy, Prosperous Menlo Park

Request for Proposals: Nonprofit Fundraising Consultant

[Menlo Spark](#) is a nonprofit organization joining together businesses, residents and government partners to achieve a climate-neutral Menlo Park within ten years. We are weaving together novel energy, transportation, land use and building policies to chart a path for Menlo Park to become the first truly zero carbon city by 2025.

As Menlo Spark nears its third year of work towards our ten-year challenge, we are seeking proposals from qualified nonprofit fundraising consultants to assist in refining and broadening our fundraising strategy. Approximately \$25,000 is available to fund professional services during the next year, with the potential to renew services. For more information about Menlo Spark, please see [our website](#) and [2017 Update](#).

SCOPE OF WORK

Menlo Spark is requesting submissions from fundraising consultants interested in raising funds to improve the sustainability and build the capacity of this unique community effort. The purpose of this Request for Proposals is to retain a Fundraising Consultant for approximately 5 hours per week for one year, with the possibility of renewal for a second year, who will work with Menlo Spark's Executive Director. We are seeking three primary outcomes:

1. To ascertain the most effective methods of fundraising for Menlo Spark by developing a case for support and piloting multiple methods including but not limited to cultivating and approaching major donor supporters, and developing a series of targeted fundraising events;
2. Using information from the above pilots to develop and refine the most effective fundraising opportunities and approaches; and
3. Raising a minimum of \$75,000 over the course of the year.

Although activities to support these outcomes may vary, the following activities should be core to any proposed plan including:

- Designing strategies to identify potential new donors to increase Menlo Spark's donor base;
- Developing methods to recognize and retain donors; and
- Devising concepts to improve the visibility and community awareness of Menlo Spark to facilitate small donations.

DESIRED QUALIFICATIONS

- Understanding of, and commitment to, the mission of Menlo Spark.
- Familiarity with Menlo Park communities and civic institutions.
- Experience in nonprofit fundraising, particularly for small and new nonprofits.
- An in-depth knowledge of fundraising best practices and strategies, including prior experience successfully cultivating new donors and securing face-to-face meetings for major solicitations.
- Excellent communications and listening skills, including speaking and writing in a compelling way about Menlo Spark's mission, impact, and fundraising goals.
- Demonstrated ability to engage with corporate philanthropy, in addition to individual donors.

SCHEDULE

Please submit proposals on or before September 30, 2017.

Consultant interview: on or before October 15, 2017.

Consultant selection: on or before November 1, 2017.

PROPOSAL FORMAT AND REQUIREMENTS

Proposals should be submitted to:

Diane Bailey, Executive Director, Menlo Spark
diane@menlospark.org

The proposal should include the following information:

1. A brief cover letter which includes your full name, address, telephone and email address, and that details your interest and availability.
2. A CV or resume, together with any additional documents which describe your fundraising experience and other relevant (management, business) experience and qualifications that demonstrate your ability to do the work described. (See list of desired qualifications above.) A list of names and contact information for at least three references with knowledge of your qualifications should also be included.
3. A high-level proposal that describes the approach and plans for accomplishing the services requested over the course of one year. The information provided should be sufficiently detailed to allow Menlo Spark to determine whether you understand the work to be accomplished. It should outline the steps for services to be provided, and include:

- A narrative entitled 'Approach' that clearly illustrates the overall approach to completing the scope of work described in this RFP;
 - A detailed narrative entitled 'Management' that illustrates how you plan to manage the contract, ensure the completion of the scope of work, and accomplish the objectives described in the RFP, including a discussion of how you would address potential obstacles and project delays that might arise; and
 - A high-level budget that includes estimated costs associated with implementing the proposal.
4. A writing sample that demonstrates the ability to successfully fundraise in inspiring ways.
 5. Please provide the rate or fee that you seek for the services described, and your earliest date of availability.

CONSULTANT SELECTION

All proposals will be evaluated by Menlo Spark at its sole discretion based on demonstrated ability to achieve the goals outlined in this RFP.

Upon receiving and evaluating proposals, Menlo Spark may or may not decide to conduct telephone, online, or, if feasible, in-person interviews.

Upon selection of a finalist and execution of a contract, Menlo Spark will notify unsuccessful respondents.

RFP RESPONSES

Responses to the RFP must be received by 5pm on September 30th, 2017, and should be directed to Diane Bailey, Executive Director, Menlo Spark, diane@menlospark.org.

ADDITIONAL INFORMATION

Statement of Non-Commitment

Issuance of this RFP does not commit Menlo Spark to award a contract or to pay any costs incurred in preparation of proposals responding to the RFP. Menlo Spark reserves the right to reject any and all proposals and re-advertise.