

Request for Proposals (RFP)*
IESC Charitable Fundraising Consultant
December 3, 2020

Overview of the Consultancy

The International Executive Service Corps (IESC) is requesting proposals for a Charitable Fundraising Consultant (individual or firm) to develop a three-year charitable fundraising roadmap that will enable IESC to sustainably begin unrestricted charitable fundraising efforts. IESC's initial goals are as follows: achieve a net of \$200k in annual unrestricted funding by the end of 2024; and to identify and establish resources (staff and/or outsourced consultants) that will gross unrestricted funding at least double the costs on a sustainable basis thereafter. The contracted consultant will report to the IESC President & CEO with regular engagement with the Board Chair and Executive Committee of the IESC Board. The anticipated start date of the consultancy is February 15, 2021.

IESC Background Information

IESC, a Washington, DC based non-profit, was founded in 1964 by a group of American business leaders, entrepreneurs, and philanthropists—chiefly David Rockefeller—who believed that businesses are the engines that drive economic growth and innovation and that supporting them can lift countries out of poverty. Today, IESC implements donor funded programs around the world to improve standards of living, create and preserve jobs, and help enterprises grow—leaving behind sustainable businesses, robust institutions, knowledgeable and skilled people, and thriving communities. Our primary funders in recent years, through competitively bid and awarded programs, are the United States Agency for International Development (USAID) and the United States Department of Agriculture (USDA). The purpose of this consultancy is to establish an understanding of methods and best practices used for fundraising in our marketplace; and to develop a three-year charitable fundraising roadmap that will enable IESC to sustainably begin its unrestricted charitable fundraising efforts, with an initial focus on unrestricted giving, in 2021 and beyond. The unrestricted funding will in turn allow IESC flexibility in achieving its Mission. For additional background information, IESC may share charitable fundraising related materials from a November 2020 Board Meeting with interested bidders upon request.

Scope of Work

- Benchmark fundraising efforts of organizations similar to IESC;
- Develop several alternative approaches for IESC, for discussion and decision by IESC senior management and Board; and
- Develop a brief and sustainable charitable fundraising roadmap based on that decision, IESC's charitable fundraising goals, and IESC's available resources

Deliverables

- Discussion document of alternative approaches;
- Brief and sustainable charitable fundraising roadmap;
 - Communications plan in support of charitable fundraising

Proposals

Proposals should consist of the following:

- **Brief Overview of Accomplishment of Scope of Work:** A brief narrative that addresses how the Scope of Work and Deliverables above will be accomplished, including a timeline.
- **Budget:** A total fixed price budget amount to complete this scope of work, with milestone payments based on deliverables.
- **Firm/Consultant Capacity:** General capacity and qualifications of the firm/consultant to successfully complete the scope of work, including information about the firm and its principals (standard brochures or materials will suffice).
- **Examples of Similar Work:** Please provide examples, if available, of similar successful consultancies conducted by the firm/consultant (redactions are fine to protect confidentiality).
- **References:** Two to three references from clients for whom the consultant has performed similar services (name, firm, phone, email).

All Proposals should be submitted via email by the end of the day on December 22, 2020 to:

Erin Suarez

Senior Communications Associate

esuarez@iesc.org

No phone calls please.

Please submit any questions regarding this RFP by December 10 to esuarez@iesc.org. Answers will be shared via email with interested bidders.

Selection of Fundraising Consultant

IESC will select a consultant on a best value basis with a selection Committee consisting of the President & CEO and members of the IESC Board Executive Committee. IESC may request interviews of short-listed consultants. IESC will engage the selected consultant via a fixed price deliverable based contract.

* Issuance of this RFP does not commit IESC to award a contract or to pay any costs incurred in preparation of proposals responding to the RFP.