OVERVIEW:
WalkDenver seeks a consultant to assist the Board and staff in building the capacity to fundraise through individual donor giving, in support of our mission to advocate for policies and practices that lead to a more walkable Denver. The consultant will providing coaching for staff and Board members on strategies and techniques for cultivating individual donors and support WalkDenver in the following tasks: develop an individual donor fundraising plan; research and select a donor management system; and develop workflows for tracking donor outreach and outcomes.

BACKGROUND:
As a relatively young nonprofit, WalkDenver has relied primarily on foundation and government grants to support its work aimed at making Denver the most walkable city in the country. As the organization matures, WalkDenver seeks to diversify its funding sources. In November of 2015, the WalkDenver Board held a strategic retreat at which Board members affirmed their commitment to fundraising and identified individual donors as a key source of funding that is 1) complementary to grants, 2) likely to offer a strong return on investment, and 3) consistent with WalkDenver’s mission. A robust individual donor base will enhance WalkDenver’s performance and impact not only by contributing to the financial sustainability of the organization, but also by demonstrating strong community support for policies and practices that ensure healthy, active transportation options for all Denver residents.

WalkDenver’s Board also recognized the need to build our organization’s capacity to cultivate individual donors. WalkDenver was awarded a grant from Colorado Health Foundation to enable staff and Board members to undertake the capacity building activities.

For more information about WalkDenver advocacy and programing please visit www.walkdenver.org

SCOPE:
1. **Coaching.** The consultant will provide coaching for WalkDenver’s Board and staff, tailored to our needs related to individual donor cultivation. The coaching may include:
   - Hands-on instructions on how to identify and cultivate individual donors
   - Identifying appropriate size donation to ask for
   - Effectively managing donor meetings to ensure outcomes are met
   - Tactics for moving donors through each stage of the solicitation process
   - Considerations for using data to guide strategy
   - Tracking and evaluating outcomes to ensure continuous improvement

2. **Planning.** The consultant will assist WalkDenver in developing a detailed individual donor fundraising plan. The plan will include the following elements:
   - Annual goals
   - Roles and responsibilities of staff and Board members
   - Prospect identification
   - Stages of the solicitation process
   - Outreach methods and schedule
   - Tracking and accountability
   - Evaluation

3. **Donor Management System Development.** The consultant will assist WalkDenver with research and selection a donor management system to support our individual donor fundraising plan. Ideally the system will allow WalkDenver to track and manage the full range of ways in which individuals can engage with our organization, including not just donating but also
volunteering, attending events, signing petitions, or otherwise participating in WalkDenver’s advocacy work. Other considerations will include the cost and level of effort required to get the system up and running and to maintain the system over time, as well as the ability to integrate with other systems that WalkDenver uses for e-mail communication and other purposes.

4. **Collateral Material Development.** The consultant will coordinate with WalkDenver’s selected graphic designer to help develop brochures and other materials as determined by the fundraising plan.

5. **Workflow Development.** The consultant will assist WalkDenver staff in developing and implementing the workflow necessary to carry out the individual donor fundraising plan and use the donor management system to track progress, hold individual Board and staff members accountable, and monitor outcomes.

**SCHEDULE:**
This is a 10-month project. We anticipate that initial 2 to 3 months will require more intensive time commitment from the consultant (5-8 hours/ month) to establish fundraising systems and strategies. The subsequent months will focus more on maintaining the workflow and assisting staff and board members on an on-call basis (2-4 hours/ month).

**TIMELINE:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>May 19, 2016</td>
<td>Request For Proposals issued</td>
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<tr>
<td>May 26, 2016, 5.00 PM</td>
<td>Deadline for questions</td>
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<tr>
<td>May 31, 2016</td>
<td>Response to consultants’ questions</td>
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<tr>
<td><strong>June 6, 2016, 5.00 PM</strong></td>
<td><strong>Proposals due</strong></td>
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<tr>
<td>June 8-10</td>
<td>Informal interviews (phone call or email communication) if needed</td>
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<tr>
<td>June 15</td>
<td>Selected consultant announced</td>
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Questions can be emailed to Gosia Kung – gosia.kung@walkdenver.org

**SUBMISSION REQUIREMENTS:**
The submittals should include:
- Statement of Qualifications
- Summary of Approach
- Fee for consulting services including hourly rates
- Name and short bio of key staff to be engaged on this project
The submittals should not exceed 3 (three pages) single PDF file.

Please email to Gosia Kung – gosia.kung@walkdenver.org by 5.00 PM on June 6, 2016