



National Marine Sanctuary Foundation
Request for Proposal, Major Gifts Program Development

Summary of Solicitation

The National Marine Sanctuary Foundation seeks a consultant to guide and facilitate the build of a formal major gifts fundraising program. The Foundation wants to create a framework that supports staff and leadership throughout the donor cultivation and gift solicitation cycle, including training, materials development, pipeline creation, and initial prospect engagement. We expect the project to last six to nine months from inception.

Background of Organization

At the National Marine Sanctuary Foundation, we invite people with a stake in the health of their planet to protect their place in it. Sanctuaries and monuments are our essential network of protected waters, owned by every American and championed by us. Connected by currents, they sustain miraculous species, coastal communities, and our shared heritage.

Founded in 2000 by America's most influential ocean conservation leaders, the National Marine Sanctuary Foundation works with communities and the National Oceanic and Atmospheric Administration's (NOAA) Office of National Marine Sanctuaries to conserve and expand these special places for a healthy ocean, coasts, and Great Lakes. The Foundation is a leading voice for U.S. protected waters, and our work extends from the ocean floor to Capitol Hill. We inspire, creating energetic ambassadors for ocean conservation. We connect, working in close partnership with NOAA and the many communities who depend on and care for the sanctuaries. And we educate, showing the world how the sanctuaries can serve as a model for protecting marine ecosystems around the world.

The Foundation, headquartered in Silver Spring, MD, has staff located in several sanctuary sites across the country. The Foundation currently operates four local site-specific Chapters – Gray's Reef (Savannah, GA); Monterey Bay (Monterey, CA); Florida Keys (Florida Keys, FL); and Olympic Coast (Port Angeles, WA).

Proposed Scope of Work

The consultant will work with leadership at the Foundation to develop the strategy and structure for a new major gifts program. The consultant will facilitate and lead all steps of the project. The primary deliverable is a strategic process for a growing development team to adopt and use for donor prospecting and engagement. The plan should include goals and actions, a timeline for planning and implementation, benchmarks, and a strategy for evaluation. In addition to the strategic process, the consultant will work with existing team members to help them develop a major gifts pipeline for engagement over the next 12-18 months.

The primary objective of this project is to assist the Foundation in creating a major gifts structure that will:

- Include a review of the Foundation's current donor base and a pipeline for prospecting and cultivation
- Streamline and formalize donor engagement for staff and Trustees
- Define strategies and create materials to support prospecting and cultivation activities
- Include a clearly defined roadmap for the next 12-18 months
- Identify the necessary organizational capacity, training, and development goals to implement our plan

The Foundation will hire a new major gifts fundraiser during the project time frame. This is a new position for the organization, which will report to the Foundation's Director of Development. The Foundation seeks help in developing the position description and defining the role of the new team member within our fundraising structure. We understand that there is a significant lead time for the successful solicitation of large gifts. We propose that the consultant begin the cultivation and solicitation process that will overlap with onboarding the new position.

Proposal Guidelines and Instructions

Proposals should include:

- A description of how the applicant would approach the proposed scope of work, including a clear project timeline, deliverables, and milestones
- The resume of the primary consultant
- A list of project deliverables, including estimated timelines for each deliverable and overall project completion
- A detailed project budget that includes the cost of the consultant's time, materials, supplies, and any other expected expenses; if necessary, please include a separate, estimated travel budget
- A brief history of your work, including examples of work for similar organizations; please provide two sample deliverables from past projects with similar sizes and scope
- Credentials and qualifications of consultant, including three professional references

Inquiries/Submission Info and Deadlines:

Please submit your application package no later than Thursday, June 30, 2022, to cmolle@marinesanctuary.org and carol@marinesanctuary.org. Questions may be directed to Cher Mollé, Director of Development, at cmolle@marinesanctuary.org and Carol King, Chief of Staff, at carol@marinesanctuary.org.