Fundraising Action Plan for Europe
Eurasia Foundation
Request for Proposals

DETAILS
Job type: Contractor
Anticipated period of performance: Six months upon service agreement award
Application deadline: August 25, 2023

OVERVIEW
Eurasia Foundation announces a competitive tender to develop and implement a comprehensive fundraising strategy to optimize our fundraising efforts in Europe. We aim to raise significant funds to support our mission and projects, ensuring the long-term sustainability and growth of our organization. The chosen vendor must be an individual or firm with at least 10 years' experience in corporate fundraising, research, and prospecting, preferably in the non-profit and global development sector.

ABOUT EURASIA FOUNDATION
Eurasia Foundation is a nonprofit international development organization committed to the idea that societies function best when people take responsibility for their own civic and economic prosperity. We envision a future where all people have the opportunity to realize their potential and transform their societies. Since 1992, Eurasia Foundation has equipped forward-thinking people across Europe, Eurasia, Asia, the Middle East and North Africa with the tools, knowledge, and resources needed to address issues of concern in their communities. Our success showcases the power of a vibrant civil society to drive real and lasting change.

SCOPE OF WORK AND DELIVERABLES
The vendor will work directly with Eurasia Foundation and will be responsible for conducting a thorough assessment of our current fundraising status and developing a comprehensive Fundraising Action Plan for Europe with clear action items and measurable targets. The plan should align with our fundraising ambitions and organizational goals. The key elements to be addressed in the proposal are as follows:

Internal Organizational Assessment
Within this phase, the vendor will:
1. Hold intake sessions with relevant team members to discuss fundraising ambitions and objectives, including fund utilization, long-term financing, preferred funders, and focus areas for the Fundraising Action Plan for Europe.
2. Conduct an internal assessment to identify the strengths and weaknesses of EF’s fundraising capacity, organizational structure, marketing and communication tools, and other relevant factors.
**Proposition and Funding Market Assessment**
Within this phase, the vendor will:

1. Conduct a thorough evaluation, including programmatic analysis and impact evaluation to understand EF’s understanding of target population needs and its ability to demonstrate results.
2. Execute a comprehensive competition analysis to assess EF’s strengths and weaknesses in comparison to its competitors, enabling EF to enhance its outreach strategy to potential funders for improved effectiveness.
3. Evaluate EF’s current and previous funding pipeline, organizational alignment with needs and ambitions, and identify areas for improvement.
4. Collaborate with EF to assess, improve, or develop a new Donor Relationship Plan for relevant European donors, providing support in reaching out to funders for interviews or initial outreach meetings to initiate the donor relationship building process.

**Rollout**
Within both phases, the vendor will employ various methodologies, including desk research, interviews with key staff and board members, fundraising SWOT analysis, and monthly progress meetings to ensure effective execution.

**DELIVERABLES**

a. A detailed Propositions and Uniqueness Assessment report, highlighting areas of strength and improvement in EF’s fundraising proposition.
b. A comprehensive Funding Market Assessment report, providing insights into potential funders and their priorities.
c. Recommendations for optimizing EF’s fundraising approach based on assessment findings.
d. A comprehensive Fundraising Action Plan for Europe outlining clear actions and measurable targets for the next 12 months, aimed at optimizing EF’s fundraising efforts to secure increased and longer-term funding, resulting in a better Return on Investment.

**APPLY**
Proposals must include the following:

- **Technical Proposal** that includes:
  - **Fundraising Action and Rollout Plan** outlining how all aspects of the new donor relationship strategy and annual targets will be achieved, with attention paid to how the fundraising pipeline will contribute to EF’s goals and objectives.
  - **Budget** in U.S. dollars, including fees and other expected costs for each stage of the above.
  - **Budget Narrative** explaining each line in the detailed budget.
- **Portfolio** showcasing relevant prior experience.

All application documents must adhere to the following guidelines. Applications that do not follow these requirements may be considered technically ineligible:
- Technical proposal must be submitted in Word or PDF format; and
- All materials must be submitted in English.

The selection process is open and competitive. Participants will be selected based on the criteria outlined below.

- Clarity and suitability of the applicant’s approach to research, development, design, and roll-out.
- Portfolio and past performance, including relevance of the applicant’s expertise and successful track record of corporate rebranding projects delivered on time and within budget.
- Total costs outlined, as well as percentage breakdown of project components.

Please send all requests for additional information or clarification in writing to communications@eurasia.org no later than Wednesday, August 16. Eurasia Foundation will provide responses to these inquiries by Friday, August 18. Please indicate “Eurasia Foundation Fundraising Action Plan for Europe” in the subject line.

Finalists will be invited to give a presentation of their proposal and clarify questions no later than the last week of September and prior to the announcement of the winning proposal.

**Interested parties are invited to apply no later than 17:00 Washington, DC (UTC-5) on August 25, 2023.**