



## **Request for Proposals: Fundraising Consultant**

Volunteer Wellington is seeking a Fundraising Consultant to:

1. develop and implement a sustainable fundraising strategy and plan;
2. provide coaching and mentoring on fundraising to Volunteer Wellington staff and Board; and
3. advise on the development of marketing and communication materials and activities that will support implementation of the strategy and plan

We are looking for an expert with a proven track record in fundraising who can demonstrate an ability to be both highly strategic and operationally effective.

### **About Volunteer Wellington**

Volunteer Wellington's vision is to build a strong and connected community across the Wellington region through volunteer engagement; and professional development, support and mentoring of the community and voluntary sector.

Volunteer Wellington finds valuable volunteering opportunities for more than 2700 individuals each year, community projects for approximately 1000 employee volunteers, and supports over 380 community organisations from three locations in Wellington, Lower Hutt and Porirua. We want to expand our services, creating new and exciting opportunities to engage with volunteers and establishing a centre of excellence for organisations working across the community sector. To do this Volunteer Wellington wants to diversify its revenue generation to reduce reliance on national and local government funding, and create a sustainable funding structure that will support the organisation as it moves into the future.

For more information visit, [www.volunteerwellington.nz](http://www.volunteerwellington.nz)

### **Deliverables**

1. Deliver a sustainable fundraising strategy and implementation plan for Volunteer Wellington over the next 3-5 years, based on,
  - Scoping current activities, resources and capacity
  - Identification of key stakeholders and relationships
  - Identification of 'best fit' solutions for funding
  - Stewardship best practice
2. Provide guidance and support to staff and Board members on how best to implement the strategy.
3. Provide coaching and mentoring to a nominated member of staff to initiate delivery of the plan and build organisational capacity to generate new income and support excellent

stewardship. This will be measured by the capability of the nominated member of staff to implement the plan autonomously.

4. Identify required marketing and communication materials and activities that will be required to support implementation of the fundraising strategy and plan.

### **Phasing of the Deliverables**

#### **Phase 1: 3-5 Year Strategy to be completed and agreed by 2 March 2018**

This will include working closely with the Volunteer Wellington staff and Board teams, scoping current activities, identification of key stakeholders and relationships; recommendations for appropriate fundraising mix; stewardship requirements.

#### **Phase 2: Implementation Plan to be completed and agreed by 16 March 2018**

This will identify the required fundraising activities to achieve the strategy and provide a detailed phasing of activities to support implementation.

#### **Phase 3: Initiation of Implementation Plan from 19 March – 30 June 2018 (15 weeks)**

This will include mentoring, coaching, guidance and support to a nominated staff member and the wider staff/Board team, and identification of required marketing and communication materials and activities to support the plan.

### **Qualifications and Requirements**

The successful contractor will

- Have a proven track record in fundraising and activity design
- Be able to think strategically and operate tactically
- Have excellent oral and written communication and interpersonal skills
- Be able to lead from alongside, and share information and skills in a way that supports individual and organisational capacity building
- Have experience working in the community and voluntary sector, and working with small organisations with limited resources
- Be able to identify challenges and implement solutions
- Have experience in marketing and communications

### **Duration of the Contract**

This short-term contract will run from 1 February 2018 – 30 June 2018 (5 months). The successful contractor will work mainly from home but will be required to meet regularly with staff at the Volunteer Wellington office in Willis Street, Wellington.

The successful contractor will be expected to work flexibly as required by the delivery deadlines in consultation with the Volunteer Wellington Regional Manager.

### **Invoicing**

This contract is for an amount that will not exceed twelve thousand and five hundred dollars (NZ\$12,500). Additional resources are available for the development of marketing and communications materials as required.

The successful contractor will be expected to provide an invoice at the end of every month, which will be paid within 7 working days of receipt. A breakdown of hours detailing activities completed will be required with the invoice.

**Application**

Please send a proposal for these services, a CV and covering letter including an indication of hours required to successfully complete this work to Julie Thomson, Volunteer Wellington Regional Manager at [julie@volunteerwellington.nz](mailto:julie@volunteerwellington.nz). The deadline for receiving a proposal is 5pm on Friday 19 January 2018. Any proposal received after this date will not be considered.

If you would like further information about this work, please contact Julie Thomson on 04 499 4570 who can be contacted during the hours of 9am to 6pm Monday to Wednesday and Friday. Please note Volunteer Wellington will be closed from 22 December to 9 January inclusive.