



Request for Proposal (RFP) for Fundraising Consultant

Purpose

Mālama Kaua'i is requesting proposals for a Fundraising Consultant (individual or organization) to plan and lead a capital campaign to purchase land on the east side of Kaua'i for the ĀINA Center, a unique agricultural incubator and accelerator with housing for local residents to develop successful farming businesses.

Background Information

Founded in 2006, Mālama Kaua'i (MK) is a community-based, 501(c)3 nonprofit organization that focuses on advocating, educating, and driving action toward a sustainable Kaua'i. In the last few years we have honed our focus on increasing local food consumption and production, as well as building community capacity and growing interest in sustainable tourism.

Through our programs, we aim to model first-of-their-kind, innovative solutions to address bottlenecks in our food system, as well as build the capacity of our community through convening, educating, and supporting key stakeholders. Our current programs and projects include:

- Maoloha Commercial Kitchen
- Kalihiwai Community Farm
- Kaua'i Ag Internship Program
- Mahi'ai Technical Assistance Program
- Kaua'i Farm-to-School Hui
- Village Harvest Gleaning Program
- Volunteer Kaua'i
- Fiscal Sponsorships (eg. Waioli Valley Taro Hui, Mea'ai on Wheels)

We served as the fiscal sponsor and fundraising partner to help launch the Kilauea Agriculture Park, and also played a strong role in relief and recovery efforts for 2018's devastating floods. A list of past projects and accomplishments can be found [here](#), as well as more on our background and the awards and honors we've received [here](#).

We have a solid track record of success, great community relationships, government support, and a long donor history. The needed ĀINA Center project graduated the Hawai'i Investment Ready (HIR) accelerator in 2018, an intensive 18-month cohort program for select social impact businesses across the state. We just need a professional to help us pull it all together to achieve our greatest accomplishment yet--the first ĀINA Center.

Scope of Work

MK is seeking a Fundraising Consultant with a proven track record of success to execute the first phase of our capital campaign targeting \$500k, as a part of a broader campaign to ultimately raise \$2M for the project. The timeline for the first phase of the project is expected to be August 2019 - January 2020.

Responsibilities are expected to include:

- Working alongside MK's board and executive director to identify campaign scope, deliverables, workplace, and priorities
- Helping to identify, hire, and oversee a paid fundraising intern to support the fundraising consultant and Executive Director on the project
- Working with our experienced Salesforce developer in the set-up, optimization and utilization of Salesforce as a donor database; migrating current donor data to Salesforce; and designing internal systems for robust utilization of Salesforce for donor discovery, cultivation and engagement
- Expanding the prospect list by identifying and qualifying new donors to be included in the campaign
- Identifying specific incentives and donor levels to cultivate donors unique to the campaign
- Fine-tuning and detailing capital campaign timeline to meet project goals
- Implementing the capital campaign

Submission Requirements

Proposals should be submitted via email to megan@malamakauai.org in PDF or Word format with a maximum of 10 pages in 12-point font. Please use "Fundraising Consultant" in the subject line.

Proposal should include:

1. A cover letter
2. Experience and qualifications of the consultant directly completing the proposed work (resume preferred)
3. A narrative that addresses how the scope of work, detailed above, will be completed, including a timeline and benchmarks with hours attributed to each task
4. An internal reporting and communications plan with clear goals and milestones
5. A clear outline of the responsibilities of Mālama Kaua'i, the Fundraising & Development Intern, and the Fundraising Consultant
6. A project budget including all costs payable by MK must be clearly defined; billing will coincide with meeting agreed-upon benchmarks
7. Three references from previous clients for whom the consultant has performed similar work

Proposals should be submitted by July 31, 2019; interviews to follow.

We are expecting to engage the consultant in early August 2019.