



Request for Proposals: Fundraising Consultant

Perinatal Support Washington (PS-WA) seeks an experienced fundraising consultant (individual or organization) to conduct a fundraising audit and help build PS-WA's fundraising capacity.

Organization Background

Perinatal Support Washington is a statewide non-profit committed to shining a light on perinatal mental health to support all families and communities. We believe all parents should receive appropriate, timely, and culturally relevant care from conception to baby's first birthday.

Our toll-free telephone support line, the "Warm Line," has been operating since 1991, providing peer support to parents in need. We also offer free and low-cost new parent support groups, training and consultation for health care providers, and education and advocacy. While we are based in the Seattle metro area, our support resources are found all over Washington, including professional trainings and an online statewide directory of birth professionals.

PS-WA was predominantly volunteer-run until approximately 4 years ago. In 2019, we moved from a 1.5 to 4 FTE organization, doubled our trainings, and served more parents than in the last four years combined. PS-WA is seeking a fundraising consultant to help us prepare for a significant funding gap, following the conclusion of a capacity-building grant that allowed for our recent growth.

Scope of Work

Perinatal Support Washington seeks a Fundraising Consultant with a proven track record for excellence working with similarly-sized non-profits and providing organizations with detailed analysis, strategic advice, and specific recommendations.

Anticipated activities include:

Conduct an audit of PS-WA's fundraising capacity, including peer research.

To inform future resource allocation and priority-setting, identify strengths and weaknesses of existing fundraising efforts and determine key areas for development. Assess opportunities and threats external to the organization as well as organizational capacity and readiness for additional fundraising efforts.

Identify goal revenue portfolio. Provide guidance on fundraising activities over the next three years, including targets for corporate giving, government and private foundation grants, individual giving, and earned income that is reflective of and in alignment with the organization's mission/vision/values and capacity.

Outline strategies to increase fundraising efforts. Provide guidance on changes and/or additions to current giving programs, including a high-level strategy for individual giving and the creation of an organizational support program, incorporating recommended staffing.

Develop materials for solicitation. To support recommended strategies, develop sample fundraising materials. This may include developing value propositions or sample solicitation materials for specific fundraising targets.

**Please note: Proposals may address all of these activities (preferred) or a selection of them. If your proposal chooses the later, please address how you would collaborate with any additional fundraising consultants we would hire to complete the full scope of work.*

Submitting Proposals

If interested in being considered for this consultancy, please send your proposal to Executive Director Allie Johnson, including the following:

- 1) Experience and qualifications, including the resume of the principal consultant providing direct service for this project
- 2) Letter of interest addressing how the Scope of Work, as outlined above, will be accomplished, including a timeline with benchmarks
- 3) Fee proposal
- 4) Two to three references from clients for whom the consultant has performed similar services

Questions? Contact Allie Johnson at allie.johnson@perinatalsupport.org or 888.404.7763 ext 504.

Proposals will be reviewed beginning April 15, 2020; interviews to follow. We are expecting to engage the consultant by early May 2020.