

**REQUEST FOR QUALIFICATIONS
FUND DEVELOPMENT CONSULTANT/TEAM/FIRM**

Scope of Services:

The Consultant/Team/Firm will have --

- Understanding of the goals and mission of the 2020 Vision and Berkeley's Promise
- Knowledge of and familiarity with City of Berkeley culture and the unique partnership of the city and school district, as well as knowledge of districts such as Oakland and Richmond and their cradle to career initiatives and Promise's.
- Experience with media communications
- Excellent interpersonal, oral and written communications skills, including speaking in a compelling way about 2020 Vision and Berkeley Promise
- Demonstrated ability to communicate and message in a compelling way, to reach and appeal to targeted and diverse audiences
- Excellent organizational, facilitation, project management and timely follow-up skills
- Ability to work independently and collaboratively
- Demonstrated ability to meet deadlines and successfully handle multiple projects with multiple leads concurrently
- Ability to lead and carry-out research and development of funding requests, proposals and final reports
- Possess a strong work ethic, positive attitude and be flexible
- Keen ability to identify challenges and implement solutions for the success of the work.
- Prior experience providing fund development services for a collaborative, working with high level officials, educational and community stakeholders
- Preferred consultant would be a Certified Fund Raising Executive (CFRE)
- Energized by engaging in cultivation, solicitation and stewardship of donors, foundations and sponsors

The Consultant/Team/Firm will provide the following services on this contract but not be limited to:

- Meet with collaborative leads to outline needs and plan for fulfilling the development goals of the contract, conduct all necessary planning and follow-up meetings with leads and other team members,
- Identify potential funding opportunities from government, foundation and corporate funders that align with 2020 Vision initiatives/programs and the Berkeley Promise, engage funders and develop high quality grant proposals (\$100K and up) for submission
- Establish a multi-pronged individual giving campaign for Berkeley Promise to include the following:
 - Assist in determining the goals and strategies of the campaign, naming the campaign, and packaging the campaign
 - Assist in creating a Berkeley Promise launch/cultivation event and establish a signature fund raising event
 - Assist in identifying prospects and gift opportunities that match potential donors' interests

- Provide structure for and in-service to (leadership team? Berkeley Promise team? members) in donor prospect engagement, cultivation, solicitation and stewardship
- Participate in making direct solicitations to individual and corporate prospects

Contract Duration: The contract length will be 12 to 18 months, subject to 6 month performance review against established goals and outcomes.

Reporting: The Consultant/Team/Firm will prepare brief monthly reports that will include status updates on grants, events, sponsorships and individual donor campaign activities:

- submittal of grant proposals with timeline of award/declination notifications
- award/declination of grant proposals
- donor campaign activities and results during the reporting period (identification, cultivation, solicitation, stewardship)
- event updates (planning and outcomes)

REQUEST FOR QUALIFICATIONS PHILANTHROPIC/FISCAL AGENT

Scope of Services:

The Philanthropic Community Foundation will have --

- Understanding of the purpose of the 2020 Vision and Berkeley's Promise
- Knowledge of and some familiarity with the perception of Berkeley's perception as a unique city and school district cities and school districts such as Oakland and Richmond
- Experience with media communications
- Excellent interpersonal, oral and written communications skills, including speaking in a compelling way about 2020 Vision and Berkeley Promise
- Demonstrated ability to communicate and message in a compelling way, to reach and appeal to targeted and diverse audiences
- Excellent organizational, facilitation, project management and timely follow-up skills
- Ability to work independently and collaboratively
- Demonstrated ability to meet deadlines and successfully handling multiple projects with multiple leads concurrently
- Ability to lead and carry-out research and development of funding requests. (and reports?)
- Possess a strong work ethic, positive attitude and be flexible
- Keen ability to identify challenges and implement solutions for the success of the work.
- Prior experience providing fund development services for a collaborative, working with high level officials, and in education a plus
- Energized by engaging in cultivation, solicitation and stewardship of donors and sponsors
- Knowledge of AB 1741 and including the application process for funding through Peralta

The Philanthropic Agency will provide the following services on this contract but not be limited to:

- Meet with collaborative leads to outline needs and plan for fulfilling the development goals of the contract, conduct all necessary planning and follow-up meetings with leads and other team members
- Identify potential funding opportunities from government, foundation and corporate funders that align with 2020 Vision initiatives/programs and the Berkeley Promise, engage funders and develop high quality grant proposals (\$100K and up) for submission
- Allocate and monitor three sources of funding; 2020 Vision/City programs, 2020/BUSD and Berkeley's Promise.
- Support the development of a Berkeley Promise Director position
- Support capacity building in 2020 Vision and Berkeley's Promise through grant funding
- Establish a multi-pronged individual giving campaign for Berkeley Promise to include the following:
 - Assist in determining the goals and strategies of the campaign, naming the campaign, and packaging the campaign
 - Assist in creating a Berkeley Promise launch/cultivation event and establish a signature fund raising event
 - Assist in identifying prospects and gift opportunities that match potential donors' interests
 - Provide structure for and in-service to (leadership team? Berkeley Promise team? members) in donor prospect engagement, cultivation, solicitation and stewardship
 - Participate in making direct solicitations to individual and corporate prospects

Contract Duration: The contract length will be 12 to 24 months, subject to 6 month performance review against established goals and outcomes.