Request for Proposals

**Project title:** Partnerships and Development Consultant  
**Proposals due:** Proposals will be reviewed on a rolling basis until September 11, 2020  
**Project start date:** September 21, 2020

**Submissions:** Email proposals to jiva@gatheringforjustice.org (Partnerships and Development Consultant in subject line)

**Organizational Description:** Founded in 2005, the mission of The Gathering for Justice is to build a movement to end child incarceration while working to eliminate the racial inequities in the criminal justice system that enliven mass incarceration. The Gathering for Justice is a beloved community, grounded in dignity, justice, and liberation. We believe intersectional organizing builds collective power and works in solidarity to develop intercultural, intergenerational leadership. Our work is rooted in a legacy of nonviolence, a strength-based approach to achieving justice. We embody a transformational framework for racial justice, gender justice, and equity. Our work in New York City is led by the Justice League NYC, our rapid response task force, and we are building a movement to end the war on children in California led by the Justice League CA.

**Project Overview:** The Gathering for Justice is celebrating our 15th year in August of 2020. This brings an opportunity to both celebrate the impact we have had on thousands of youth who are impacted by the criminal justice system, and to develop a bold new vision for systems change that can create safety, healing, and justice for marginalized communities. As part of our 15th anniversary celebration, we hope to raise significant new resources to support young people on the frontlines of struggles to remove police from schools, close youth prisons, hold police accountable, and reinvest in programs that our communities need.

The Gathering is uniquely positioned to develop, support, and mobilize young people who are directly impacted by mass incarceration and police brutality, and seeks an experienced Partnerships and Development consultant to refine our goals and strategy to implement a robust fundraising plan. The Consultant will help coordinate fundraising efforts, including major donors, grassroots donor fundraising, and influencer engagement. The Gathering has grown significantly over the last 3 years, and we need support to manage current infrastructure and build new systems to continue meeting this historical moment and building the movement.

This project will include:
- An initial feasibility study to assess potential support from current and new funders and development of more specific fundraising goal based on the findings.
- Creation of fundraising plan including a revised description of the new fund, a list of potential new donors, and an overall strategy and timeline.
- Cultivating individual donors, including strengthening and growing a major donor program, optimizing small donor fundraising systems to grow the grassroots funding base, and influencer engagement and partnerships.
Support for The Gathering staff and key stakeholders in the implementation of the fundraising plan including coaching of staff; help in identifying and connecting with new donors, support for donor meetings and follow up, tracking progress; and development of materials, scripts & other related support materials.

Building and strengthening development systems, infrastructure, and strategy

Overall, we are seeking someone who can organize and build on our robust fundraising program, so that it is primarily driven by individual donations from both major donors and the tens of thousands of supporters we have around the country.

**Anticipated Scope of work**

**Development Strategy and Infrastructure**

- Develop a strategy for increasing revenue from individual donors and support our fundraising goal of $6-10M across all entities over the next 3 years
- Work with senior leadership to set direction that can meet overall fundraising goals
- Work with programmatic and communications staff to develop messaging that aligns with overall goals
- Maximize fundraising tools by improving use of our CRM (Salsa) and other tools like Give Lively
- Create systems that ensure none of the various details involved with individual donor cultivation, partnership development, and influencer engagement fall through the cracks and that we keep things moving on time
- Make recommendations for donor management software, and develop systems for effectively deepening engagement for all donors and partners, including foundations, influencer, and corporate partners
- Manage change internally to improve and implement new systems

**Individual Donor Cultivation**

- Lead on prospect and donor research
- Cultivate our current cohort of major donors, and grow the major donor base
- Increase conversion rates from supporters to small donors and monthly sustainers
- Develop outgoing proposals and reports to prospective funders, including drafting materials in partnership with relevant programmatic staff
- As needed, support the development of public-facing materials to summarize key components of our programs
- Create donation pages, set URLs, and create mobile keywords to reach our audiences and develop their engagement as donors
- Draft various other fundraising appeals/products as needed, for instance helping with new donor welcome series
- Draft phone scripts as needed
- Work on peer-to-peer SMS fundraising as needed

**Partner and Influencer Engagement**

- Develop and strengthen systems for meaningfully engaging our network of influencers, including celebrities, musicians, and artists to further fundraising goals
• Build and maintain relationships with influencers, including those with whom we already have relationships and new potential partners
• Create systems for increasing and deepening relationships with corporate partners and foundations

Reports to: Chief Operating Officer. This role will also work closely with the President and CEO, Director of Strategic Communications, and other staff and Justice League NYC | CA members as needed.

Qualifications
• At least 5-7 years of related fundraising experience (knowledge and/or experience in criminal justice reform, and/or progressive or advocacy fundraising is preferred)
• High-level of drive and energy to meet deadlines, dive into a variety of projects, and execute work exceptionally
• Experience with change management, preferably across levels of an organization
• Strong organizational skills; ability to prioritize and handle multiple projects simultaneously and to work calmly under pressure of goals and deadlines
• Track record of exercising the highest level of confidentiality and judgment in high-risk political and/or organizational environments
• Track record of successful fundraising for a social and racial justice organization
• Exceptional verbal and written communications skills; engaging interpersonal skills
• Tech savvy, must be comfortable in a digital-first environment. Proficient in donor database software
• Experience with Salsa, Salsa Engage, and Give Lively preferred
• Experience with cross-organizational collaboration; ability to internally organize to achieve collective buy-in and give, receive, and integrate feedback to/from programmatic colleagues

Proposal submissions: To be considered for this role, please submit a proposal including a cover letter that describes your fundraising and progressive organizing experience, and a short explanation of your approach to strategy and infrastructure development and your proposed scope of work. Please make sure to include the following information:
• Background: Name, title and contact information
• Experience: Tell us about your relevant experience. A resume may be submitted in lieu of this section if your relevant experience appears within your resume.
• Understanding of Work: A preliminary outline of no more than 1 page of how you would approach the project
• Scope and Deliverables: An explanation of no more than 3 page of what you believe are the necessary actions to accomplish the work, your proposed deliverables and project timeline
• Equity: Please explain whether and how you have advanced the values of equity, diversity, and inclusion within your work and/or firm
• References: Three (3) references that The Gathering may reach out to as references, with contact info and previous relationship
• Fee structure: Proposed fee structure. Please keep in mind, we are a grassroots organization.
Availability
The project begins September 21, 2020 or ASAP and will be an initial 6-month project. This project will require 70-80 hrs of work per month. Consultant may be based anywhere in the continental US.

Most-favorable terms:
- The Gathering for Justice reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be submitted initially on the most favorable terms that the contractor could propose. There will be no best-and-final-offer procedure. The Gathering does reserve the right to contact a contractor for clarification of its proposal.
- The contractor should be prepared to accept this request for proposal for incorporation into a contract resulting from this request for proposal. Contract negotiations may incorporate some or all of the vendor’s entire proposal. It is understood that the proposal will become a part of the official procurement file on this matter without obligation to The Gathering.

No obligation to contract
This request for proposal does not obligate The Gathering to contract for services specified herein.

Rejection of proposals
The Gathering reserves the right at its sole discretion to reject any and all proposals received without penalty and not to issue a contract as a result of this request for proposal.

Nondiscrimination
The contractor will adopt and disseminate a policy that the contractor, in employment, recruitment, selection, compensation, benefits, promotion, demotion, layoff, termination, and all other terms and conditions of employment will not discriminate on the basis of previous incarceration, race, color, creed, age, sex, national origin, ethnic identity, physical or mental disability, veteran status, marital status, economic status, religion, sexual orientation, gender identity, or any other legally protected basis.