



Request for Proposal (RFP) | Fundraising Consultant/Specialist

Mental Health Association in Michigan

August 21, 2023

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The Mental Health Association in Michigan (MHAM), a Michigan-based, 501(c)3 tax-exempt organization, advocates statewide for individuals with mental health conditions and substance use disorders. Founded in 1937, MHAM's mission is to promote quality mental health and substance use disorder supports and services and the availability of mental health treatment across the state. It pursues its mission through nonpartisan social action, public policy analysis, advocacy with government, and community education. MHAM works with partners to host in-person events and webinars that bring public health information and educational opportunities to as many people as possible. MHAM is the state affiliate for the national organization, Mental Health America.

MHAM seeks fundraising expertise to expand services and achieve long-term sustainability given Michigan's urgent mental health and substance use disorder needs. MHAM plans to:

- Create a statewide program to help individuals navigate Michigan's complex behavioral health system.
- Seeks support for its policy analysis activities, which are frequently in demand from Michigan lawmakers and the press.
- Seeks to grow its customized training program for employers to address the mental health issues faced by Michigan workers.
- Wishes to add conferences, webinars, and presentations on pertinent mental health issues for state thought leaders and the public.
- Aims through these activities to connect individuals with improved services, reduce stigma surrounding mental health, and support the well-being of Michigan citizens.

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1. Objective:

MHAM seeks the services of a skilled and experienced fundraising specialist/consultant/firm, to expand its fundraising efforts. MHAM seeks the capacity to raise \$200,000 per year in unrestricted revenue from diverse funding sources to sustain its mission.

2. Scope of Work:

The selected fundraising specialist/consultant/firm will be responsible for the following tasks:

Phase 1

- a) Conduct a comprehensive assessment of MHAM's current fundraising activities, strategies, and initiatives.
- b) Develop a fundraising plan that aligns with MHAM's organizational goals and objectives.

Phase 2

- a) Identify, research and reach out to potential funding sources, including individual donors, foundations, corporations, pharma and government grants.
- c) Help create and execute a donor stewardship program to cultivate and maintain relationships with individual donors and other funding sources.
- e) Offer expertise and advice on best practices for donor acquisition and retention.
- b) Provide guidance and support in the development and implementation of fundraising campaigns and initiatives.
- f) Provide training and capacity-building opportunities for MHAM staff and volunteers in fundraising techniques and strategies.
- h) Evaluate the effectiveness of fundraising activities and recommend improvements.
- g) Schedule timely meetings and reports with MHAM to assess progress and make course corrections.
- i) Monitor fundraising trends, emerging opportunities, and challenges in the field.

3. Deliverables:

The fundraising specialist/consultant/firm will be expected to deliver the following:

- a) A comprehensive fundraising plan outlining strategies, objectives, and timelines.
- b) Research reports on potential funding sources, including a list of potential donors, foundations, corporations, and grants suitable for our organization.
- c) Donor stewardship program framework and guidelines.
- d) Campaign materials, such as fundraising letters, brochures, and online content.
- e) Training materials and workshops for staff and volunteers.
- f) Progress reports and evaluations on fundraising activities.

4. Timeline:

Phase 1 is to be completed within six months of the contract start date. Phase 2 start and completion dates will be determined after completion of Phase 1. The anticipated timeline for this engagement is [start date] to [end date], with a total estimated duration of [number] months. The exact timeline and milestones will be negotiated and finalized with the selected fundraising specialist/consultant.

5. Proposal Submission:

Interested fundraising specialist/consultant/firm are requested to submit a comprehensive proposal that includes the following information:

- a) Overview of the specialist/consultant/firm, including background, experience, and expertise in fundraising for nonprofit organizations.
- b) Description of previous/similar projects and their outcomes.
- c) Approach and methodology for addressing the scope of work outlined in this RFP.
- d) Proposed timeline, including key milestones and deliverables.
- e) Detailed budget, including fees and any additional expenses.
- f) References from previous clients.

6. Evaluation Criteria:

The proposals received will be evaluated based on the following criteria:

- a) Demonstrated expertise and experience in fundraising for nonprofit organizations, particularly in the mental health advocacy sector.
- b) Clarity and feasibility of the proposed approach and methodology.
- c) Track record of successful fundraising initiatives and outcomes.
- d) Cost-effectiveness of the proposed budget.
- e) References and client testimonials.

7. Selection Process:

The selection process will involve the following steps:

- a) Evaluation of received proposals by a selection committee.
- b) Shortlisting of candidates based on the evaluation criteria.
- c) Interviews or presentations by shortlisted candidates, if necessary.
- d) Final selection and notification to the successful candidate.

8. Terms and Conditions:

Phase 1 as described above is not to exceed \$25,000. The price of Phase 2 as described above will be determined after phase 1 is completed but is not to exceed \$50,000 annually. Additional contract terms, including intellectual property rights and confidentiality will be negotiated and agreed upon with the selected fundraising specialist/consultant/firm. The chosen contractor will agree to work with MHAM's existing customer relationship management software, Neon One.

9. Contact Information:

Please direct any questions or inquiries regarding this RFP to:

Marianne Huff, LMSW
President and CEO
Cell: (313) 641-1109
mhuff@mha-mi.com
or mhuffmham@gmail.com

Proposals must be submitted electronically to mhuff@mha-mi.com or mhuffmham@gmail.com no later than September 30, 2023. Late submissions will not be accepted.

We look forward to receiving your proposals and finding a qualified fundraising specialist/consultant/firm to help us advance our mission of mental health advocacy.

Sincerely,

Marianne Huff, LMSW
President and CEO
Mental Health Association in Michigan