



Community-Based Doula Expansion Project

Request for Proposal (RFP)

External Major Gifts/Fundraising Consultant Services

The Children's Home Society of New Jersey

635 South Clinton Avenue

Trenton, NJ 08611

609-695-6274

www.chsofnj.org

Contact Information

Maritza I. Raimundi-Petroski, MPA

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Issued: May 3, 2024

Due Date: May 30, 2024

Selection Date: June 10, 2024

Submit Electronically to:

Maritza I. Raimundi-Petroski, MPA

mramundi@chsofnj.org

Submit a copy to Christina Arroyo – carroyo@chsofnj.org

All Questions

All questions about the RFP must be in writing and received no later than 5:00 pm May 20, 2024.

Send questions via email, using the subject line Community-Based Doula Expansion RFP, to Maritza I. Raimundi-Petroski at mramundi@chsofnj.org with a copy to Christina Arroyo at carroyo@chsofnj.org.

Relevant Information

[AMAR Community-Based Doulas](#)

[CHSofNJ launches new community-based doula program AMAR](#)

[Growing New Jersey's Community Doula Workforce to Advance Perinatal Health and Wellness](#)

[Rep. Watson Coleman announces \\$631,500 grant for doula training by the children's home society of New Jersey](#)

AGENCY BACKGROUND

The Children's Home Society of New Jersey (CHSofNJ) is a non-profit organization that has been in operation since 1894. Its primary objective is to assist at-risk infants, children, youth, and families realize their full potential. CHSofNJ is committed to safeguarding abused or neglected infants and children, strengthening families, and promoting stable, permanent, and loving homes for every child.

The organization's Maternal Child Health program is designed to educate and support diverse women and birthing people in Trenton and Mercer Counties. This program aligns with CHSofNJ's vision of providing stable and loving homes for every child. Since 2019, CHSofNJ's AMAR Community-Based Doula Program has provided prenatal, labor and delivery, and postpartum education and support for Hispanic women and birthing people. AMAR also offers social support groups for participants and doula professional development. Clients and birthing people receive support during early pregnancy and up to one year postpartum, based on their needs and preferences.

Furthermore, the CHSofNJ Multicultural Doula (MCD) Program is aimed at Black/African American, Muslim/Arabic speaking women, and Eastern European immigrant women. MCD provides prenatal, labor and delivery, and postpartum education and support and group social support in coordination with CHSofNJ's Body & Soul prenatal health education and Safer Childbirth Cities 1:1 case management and concrete goods support (for example, X and Y) at the Capital Health prenatal clinic in Trenton. As of April 15, 2015, AMAR has supported 224 births in the City of Trenton and is seeing such impressive results as healthier births and better breastfeeding rates.

RFP PURPOSE

CHSofNJ seeks a major gifts/fundraising consultant (Consultant) to spearhead all campaign efforts. The Consultant will be responsible for developing a work plan, managing the timeline, identifying and resolving any problems, and assessing potential major donors with a focus on major gift solicitation. The goal of the Consultant will be to work with the Vice President of Strategic Initiatives, Prevention, and Community Engagement, the External Relations Manager, and the Burke Foundation to achieve a fundraising goal of \$2 million to support the

scaling of our community-based doula program to sustainably grow doula care to families who wish to have a doula in the Trenton area.

This Request for Proposals (RFP) aims to identify, evaluate, and engage a Consultant to support CHSofNJ in developing a major gifts campaign and fundraising work plan. In collaboration with CHSofNJ, the selected Consultant will primarily create the strategic plan to achieve the overarching goal mentioned above and complete activities outlined in the scope of work section below.

All proposals submitted in response to this RFP will be closely scrutinized and used to shortlist the most qualified candidates for further consideration. The chosen Consultant will be required to work closely with CHSofNJ to ensure that the assigned tasks are completed promptly and effectively.

We expect all applicants to adhere to a high standard of professionalism and demonstrate their expertise in developing major gift campaigns and fundraising work plans. We also require that all proposals be clear, concise, and error-free. We look forward to receiving your submissions and thank you for your interest in working with CHSofNJ.

FUNDING SECURED BY THE EXTERNAL MAJOR GIFTS /FUNDRAISING CONSULTANT WILL HELP ADVANCE THE FOLLOWING OVERALL GOALS OF THE COMMUNITY-BASED DOULA EXPANSION PROJECT

1. Expand community doula services for birthing people in Trenton and Mercer County, as articulated by the Logic Model developed by VIA Evaluation and the CHSofNJ Logic Model Planning Committee.
2. Actualize the vision for scaling community doula services by the CHSofNJ Scaling Committee by securing gifts from high net-worth donors to support expanded doula workforce training and services. Coordinate with CHSofNJ Fiscal, Program Development and Maternal Child Health Teams, Doula Community Advisory Committee, and Business Planning Consultant.
3. Help build a Business Plan, which includes high net-worth donors to sustain CHSofNJ doula training and services for the long term.

SCOPE OF WORK

CHSofNJ is seeking an External Major Gifts/Fundraising consultant (Consultant) with a proven record of accomplishment of excellence in major gift fundraising and building fundraising capacity from high-net-worth individuals. The aim of this Request for Proposal (RFP) is to engage the services of a Consultant who can assist CHSofNJ in establishing systems to navigate through the four critical stages of significant gifts fundraising while also leading efforts in coordination with CHSofNJ staff and Burke Foundation.

The Consultant will identify and cultivate an initial cohort of 80-100 major gift prospects over 18 months. The primary focus of this effort will be to seek out individuals who are interested in community doula services to improve birth outcomes and increase birth equity for diverse women in Trenton and Mercer Counties.

The ideal candidate will have a comprehensive understanding of major gift fundraising and prior experience building organizational fundraising capacity. They should possess exceptional interpersonal skills, with the ability to develop and maintain relationships with high-net-worth individuals. Furthermore, the Consultant should be able to work collaboratively with CHSofNJ staff and the Burke Foundation to achieve the desired fundraising goals.

In summary, the successful candidate will assist CHSofNJ in developing a comprehensive fundraising strategy, identifying and cultivating major gift prospects, and coordinating the efforts of the organization's staff and Burke Foundation. Ultimately, this initiative aims to improve birth outcomes and increase equity for diverse women in Trenton and Mercer County.

SECTION A

1. Meet with the CHSofNJ project team to discuss priorities, work plan, and deliverables. While remote meetings may take place, the primary interaction between the Consultant and CHSofNJ is expected to be in person.

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3. Assess CHSofNJ' s fundraising capacity to support expanding the agency's community-based doula program as laid out in the 2024 Logic Model prepared by VIA Evaluation and scaling plan.
4. Assist CHSofNJ in establishing primary gift goals for community doula services. CHSofNJ is seeking a consultant with a proven record of excellence in fundraising planning, securing major gifts, and building an organization's fundraising capacity to raise no less than \$2 million, including developing desired targets for levels of significant gifts.
5. Identify strengths and weaknesses of existing fundraising efforts and infrastructure to determine areas for improvement and development specific to expanding the community-based doula program.
6. Assess viable fundraising opportunities and the organization's structure and readiness that will inform the fundraising plan to ensure its success.
7. Conduct research to identify grant resources, especially donor-advised funds and family foundations, for priority projects as needed or requested by CHSofNJ Doula Programs.
8. Attend meetings to provide updates.
9. Create a prospect list, as described in Section B, as part of Major Donor Identification, which includes potential donors (private sector, individuals, and others) that work to support CHSofNJ' s vision.

Section B

CHSofNJ is currently seeking assistance in developing a strategic, multi-year major gift fundraising plan which will incorporate a range of strategies aimed at increasing the organization's fundraising efforts from the private sector, high net worth individuals, and other pertinent sources while remaining in complete alignment with the organization's mission, vision, values, and overall capacity.

In this regard, CHSofNJ strongly recommends utilizing the proven Four Phases of Major Gifts Fundraising approach.¹

1. MAJOR DONOR IDENTIFICATION (80-100 in the first cohort of prospects from both existing donors and new prospects) – Identify potential major gift prospects and Burke Foundation leads; and identify new prospects and then check multiple wealth indicators for these prospects (e.g., real estate holdings, investments, etc. through platforms such as Wealth Engine, iWave, Donor Search). Teach CHSofNJ how to navigate the donor identification system.
2. MAJOR DONOR CULTIVATION – Develop and implement a plan to connect with individual prospects from the cohort. Teach CHSofNJ donor cultivation system.²
3. MAJOR DONOR SOLICITATION – Make a plan and prepare individualized donation requests for the cohort of prospects. Teach CHSofNJ donor solicitation strategies.
4. MAJOR DONOR STEWARDSHIP – Develop a system and plan to help CHSofNJ continue to build and prioritize these donor relationships, beginning with the initial prospect cohort who convert to donors.

BASIC EXPECTATIONS

- Design and develop a significant gifts plan, including goals, strategies, and prioritizing prospects.
- Develop a timeline.
- Work with the Scaling Committee.

¹ Described by Drexel University and Donor Search.net. However, the Consultant may opt to use any other proven approach within the field to meet the scope of work requirements successfully.

² One of the most highly regarded professional individual fundraising organizations, Association of Fundraising Professionals (AFP) stresses clear and bespoke communication with major donors saying, “one skill that separates successful major gifts officers from others. It is communication. Great ones know what to say, how to say it and when to say it.” Association of Fundraising Professionals. “Clear communication is the key to major gifts.” April 2024 Webinar.

- Review donor lists to identify existing supporters with major gift potential and select donors.
- Work with the VP and Grants Team to schedule solicitation visits, document all activity, and report details to the VP.
- Produce materials such as solicitation and leadership proposals, gift and leadership request letters, and pledge documents.
- Develop a training manual or guide that can be used for long term planning by the Grants and Funds Development Team and the members of our Finance Committee at the Board level.
- Train the Board, Scaling Committee VP, and Grants Team. This can be in the form of a 1-2 day in person board training (or any variation as presented by the consulting firm) to educate the board on the major gift fundraising philosophy and approach.
- Report progress toward established benchmarks and goals.

SUBMISSION REQUIREMENTS

All Proposals should be submitted electronically in PDF to Maritza I. Raimundi-Petroski at mraimundi@chsofnj.org and to Christina Arroyo at carroyo@chsofnj.org by 11:59 pm on May 30, 2024.

ALL PROPOSALS MUST INCLUDE

1. A cover letter. Proposals should not exceed eight pages, including the cover page.
2. Experience and qualifications of the Consultant. Please provide details of your expertise in securing government funding.
3. A narrative that addresses the Scope of Work.
4. Timeline with benchmarks and the number of hours required to accomplish the plan.
5. A reporting and communication plan.
6. A clear outline of responsibilities for both CHSofNJ and the selected Consultant.
7. Project budget and expected payment terms.

ATTACHMENTS TO THE PROPOSAL (THESE ARE NOT COUNTED IN THE SEVEN NARRATIVE PAGES)

- Resume of the principal external major gifts/fundraising consultant providing direct service for this project.
- At least two (2) references from clients for whom the Consultant has provided similar major gift services.

EVALUATION CRITERIA

The Grants Team and the Vice President of Strategic Initiatives, Prevention, and Community Engagement will review all proposals. The following criteria will be used to evaluate the proposals:

- Understanding of scope, objectives, completeness, and coherence of response.
- Qualifications and previous deliverables achieved as a Consultant.
- Demonstrated ability of Consultant to carry out plans of similar character and size.
- Cost-effectiveness.

Selection: Selection will be made by June June 10, 2024.