

March 22, 2024



Request for Proposal Development Specialist

Introduction

Friends Village has a proud 125-year history serving older adults of limited means in Bucks County, PA. To broaden and deepen its impact, meet the needs of today's older adults and prepare for its next 125 years, Friends Village is repositioning itself from a focus on "care" to "wellness and purpose". We seek to be outward facing, active and engaged with our neighbors rather than gated, insular and isolated.

Background

Friends Village seeks to raise approximately \$5M to support the renovation of our historic main building, Paxson Hall. The renovation will update essential infrastructure and revitalize the first floor space to function as an educational and social hub for the wider local community. Friends Village seeks an experienced fundraiser to develop the needed resources. In spring 2025, Paxson Hall will celebrate the 125th anniversary of its opening. Ideally, development efforts will be sufficiently advanced by that time to make a public announcement.

The Development Specialist will handle all aspects of the fundraising effort – from identifying donors and grantors to strategy development and implementation. Friends Village's Advancement team is small and eager to collaborate with and learn from an experienced professional to successfully raise the needed funds and build capacity for the future.

Services Requested:

Strategy

- Work with the CEO, Senior Director Finance and Administration and the Advancement Director to develop the overall funding strategy for the project, including types/sources of funds (outright gifts, grants and pledges), campaigns and schedule/phasing.
- Develop strategies to raise the required funds from grantors and donors with the goal of being positioned to make a public announcement about our vision for Paxson Hall in coordination with the 125th anniversary of its opening.
- Coordinate, guide and train Board members, CEO and staff, as needed, to carry out strategy.
- Work with the Advancement Team for support and assistance where appropriate.

Donors

- Build up systems and procedures to enhance and more effectively utilize the organization's donor database.
- Create a comprehensive program to cultivate, solicit and appreciate donors.
- Identify potential major gift donors and orchestrate or directly solicit major gifts to meet project objectives.

Grants

- Research and identify potential new grantors and grants.
- Cultivate and solicit foundations, corporations, and other institutional prospects.

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- Oversee/edit or write applications for grants.
- Identify and negotiate significant in-kind sponsorships and partnerships in support of Friends Village programs and projects.

Materials, Promotions and Events

- Work with Advancement and CEO to create and manage promotional efforts, messaging and development of materials to support strategies and obtain funding.
- Supervise, create and work with the Advancement Team on fundraising events, including development of appropriate event budgets, as part of the overall campaign.
- Work with the Advancement Team to develop and distribute press releases and other promotional materials to increase brand awareness, engagement and participation in events or other activities.
- Report monthly regarding fundraising goals, initiatives, and progress to the CEO and Advancement Director.
- Develop and oversee all gift agreements and documentation of pledges and outright gifts and acknowledgement and recognition of donors.
- Other duties as appropriate.

Selection Criteria:

The ideal provider shall have:

- Minimum five years of demonstrated success in raising funds from institutional and individual donors for a nonprofit organization. Experience in oversight of a capital campaign is a plus
- Excellent written and oral communication skills.
- Knowledge of fundraising techniques, finances, and budgeting for nonprofits.
- Ability to take initiative and maintain good communications with staff, donors, and colleagues.
- Ability to promote Friends Village and favorably represent the organization to donors and other partners.
- Knowledge of aging services and Quaker practices is helpful.
- Bachelor's (B.A./B.S.) degree, or equivalent preferred.
- Advanced skills in Office 365
- Experience using a donor database (Little Green Light preferred, but not necessary).

Position Specifics:

- This is expected to be a part-time assignment for 18 -24 months until agreed goals are achieved.
- Work is expected to be completed on a flexible schedule and would be largely remote. Periodic in-person meetings should be expected.
- Attendance at evening, weekend, and holiday special events may be required.

Timeline:

- Proposals must be submitted no later than April 12, 2024. Earlier submissions are encouraged.
- Questions prior to proposal submission are encouraged. Direct questions to Advancement Director, Karen Haney at khaney@friends-village.org

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- Zoom interviews will be conducted on a rolling basis as proposals are received.

Submission Requirements:

The submission must include at a minimum:

- A description of the provider's credentials, relevant experience and list of previous clients
- Proposed fee structure and rates
- Provider's expectation of schedule and time required to fulfill goals of the project
- Proposals should be submitted to Friends Village Advancement Director, Karen Haney at khaney@friends-village.org