

Zero Waste Washington

RFP for Development Consultant/Assistance



Who we are: Zero Waste Washington protects people and our natural world by advocating for products designed and produced to be healthy, safe, and continually recycled and reused. We are the public's voice for zero waste. We envision a just and sustainable world where society responsibly produces, consumes and recycles. We accomplish this by working to pass laws at the state and city/county level, conducting research projects and piloting community-based projects.

We have a passionate, engaged Board that is eager to work with staff to help build a strong fundraising program.

What we are seeking: Zero Waste Washington seeks one or more consultants to help us develop messaging, donor management practices, and a major gifts program. In our almost 40-year history, Zero Waste Washington has garnered an impressive list of accomplishments. The daily lives of Washington residents are healthier and more sustainable as a result of our work. The organization is a well-regarded partner to public agencies and northwest environmental nonprofit organizations, yet we continue to struggle with name recognition by the general public. Our mission is not well understood, and our links to both environmental protection and public health need to be more clearly articulated. Although some of our work is relatable, the issues of research, legislation and producer responsibility can seem remote. We need to better convey how upstream approaches can lessen or remove downstream adverse impacts of actions and policies currently in place. Thus, we are challenged in describing our agenda in a way that is compelling and concise so that our members are engaged, the general public understands what we do, and donors know how their contributions will be used.

We expect the person(s) we hire will be able to coach the executive director and board members so we can better engage, excite, and retain our donors. As appropriate, the successful consultant(s) will assist with setting up donor meetings with the executive director and/or Board members.

At the end of the consultant engagement, we desire the following three deliverables.

- **Messaging:** We need assistance in developing "our story" so it is better understood by the general public. More specifically, we are looking for compelling, meaningful, and memorable short form and long form messaging that will ignite intrigue in our mission and invite Washington state residents to support us financially so that we can continue our efforts to reduce plastic pollution, promote producer responsibility, and promote a re-use economy.
- **Major donor cultivation strategies:** We want to build a major donor program with a goal of raising \$100K per year from individuals investing gifts of \$1,000 or more annually. We need assistance in developing a plan to implement and maintain this program. Staff and the Board of Directors will then systematically execute against this plan to kickstart the program, and to maintain it thereafter.
- **Coaching/assistance with donor meetings:** The Executive Director and Board members need direct coaching in all steps of identifying, approaching, and following up with potential major donors.

If interested, please respond to this RFP with:

1. Prior experience
2. Expected hours to deliver on the three needs
3. Fees
4. Sample deliverables
5. Proposed format for deliverables
6. Availability to start

Please respond to heather@zerowastewashington.org by midnight PDT on September 6, 2019. The ED and Board will be review applications, request interviews, and expect to make consultant selection by October 11, 2019.