



RFP: General, Growth, and Talent Strategy – Fundraising

Organization: [Compass Working Capital](#)

Contact: Jimmy Stuart, Chief Development & Communications Officer (CDCO)

Organization Overview:

Compass is working to end asset poverty for families with low incomes and narrow the racial and gender wealth divides.

Our mission is to partner with families with low incomes to build assets as a pathway out of poverty. We focus on reaching families led by Black and/or Latinx women.

To achieve our mission, we operate client-centered savings and financial coaching programs, deliver training and technical assistance to other practitioners, and shape policy solutions that dismantle barriers to asset building.

Since 2010 we have helped nearly 4,500 families build over \$12.5 million in savings through our model for the federal [Family Self-Sufficiency \(FSS\) program](#).

Project Description:

In 2022, Compass released a [seven-year strategic plan](#) to expand our high-impact model for the FSS program, continue to build the field of knowledge around FSS, and shape policy – including piloting an opt-out model for FSS. Compass is at an exciting juncture in our growth and seeks a skilled fundraising partner to position Compass to expand and sustain its fundraising operations in line with the organization’s growth trajectory. The ~\$88MM strategic plan will require a philanthropic raise of approximately \$42MM to carry out.

Deliverables:

1. Review and provide recommendations on Compass’ current fundraising strategy to reach our ~\$42MM fundraising goal as part of the new strategic plan, by serving as a thought partner and coach to the CEO and CDCO on:
 - identification, cultivation, solicitation, and stewardship of HNW donors and major corporate and foundation partners
 - developing the Board of Directors and the newly formed Board Development Committee to effectively support Compass in reaching its fundraising goals

2. Serve as a thought partner and coach on:
 - department practices and operations, including the team’s use of Salesforce, revenue forecasting, performance management, and collaboration with our Finance department
 - the pathway to build sustainable fundraising operations in our key direct service geographies of Boston and Philadelphia, including fundraising programs, department structure, and talent strategy

- training to the Board, Executive Team, senior development staff, and others as needed to strengthen Compass' fundraising activities

Compass is eager to move forward on both deliverables, though deliverables are listed above in order of priority. We are open to considering proposals from applicants who have the expertise and/or capacity to only deliver support on the first deliverable at this time, including with consideration of our budget as described below.

Preferred Qualifications

We are interested in candidates with experience in the areas described in the deliverables above, as well as some or all of the following experiences and expertise:

- Raising money for direct service, community-based, and/or policy change organizations. Experience fundraising for nonprofits with a focus on poverty and the racial and gender wealth divides preferred.
- Raising money from non-traditional sources, including [Big Bet](#)-seeking philanthropy or growth capital investors
- Interrogating and reimagining fundraising practices that perpetuate racial and/or gender inequities, and otherwise increasing representation of Black and/or Latinx donors in an organization's donor community
- Growing a development department in line with an organization's expansion from a local or regional to a national organization

Timeline: 6-month initial engagement with potential to extend based on services rendered and deliverables.

Budget: Up to \$7,500/month. As noted above, we are open to considering proposals at this price point that only contemplate support for the first deliverable listed above.

Submission:

Please include the following in your proposal and email it in PDF or Word format to jstuart@compassworkingcapital.org. Please include "Fundraising RFP" in your subject line.

1. Name of your firm
2. Contact information
3. 1-2 case studies of previous projects that demonstrate your expertise
4. A brief (preferably less than 2 page) proposal on your approach to the deliverables listed above. If you only have capacity to support the first deliverable at this time, please include information regarding whether and under what circumstances you would be able to provide support on the second deliverable.
5. Information regarding team members and areas of expertise relevant to the proposal
6. 2 references, with contact information
7. Proposed fees

Compass is open to considering proposals from all qualified applicants based on the criteria above. As a reflection of our mission and the clients with whom we partner, we will prioritize vendors with at least 51% ownership and/or leadership with people who identify as:

- Black women
- Latinx women
- Black
- Latinx

This request will remain open until filled. Interested parties are asked to submit responses within an initial submission window of January 30 – February 17, 2023.