

**Marine Education Project  
Request for Proposal  
Fundraising Consultant**

**Deadline – April 30, 2012**

**Background**

The mission of the Marine Education Project (MEP) is to preserve and restore the biodiversity and health of California's coastal and marine ecosystems through scientifically-supported community involvement, education, and action. Launched in 2001, MEP is a project of the nonprofit Tides Center, in partnership with the California Coastal Commission's Public Education Program. One of MEP's primary programs is the Community-Based Restoration and Education Program (CBREP). CBREP is designed to promote community-based habitat restoration efforts in California. The Program is based at the Upper Newport Bay in Orange County, where it carries out on the ground activities to involve the public in habitat restoration and promote coastal stewardship.

The Program at Upper Newport Bay serves as a laboratory and demonstration project for community-based habitat restoration. Program staff has developed a technical assistance program based on its experience at Upper Newport Bay, to help foster and improve community-based restoration throughout California. The program produced a guidebook called *Digging In* and holds workshops and trainings for other community-based restoration groups. We also offer a high school curriculum called *Our Wetlands, Our World*.

**Program History.** CBREP was initially funded through money received from the *American Trader* oil spill settlement. Since then, CBREP has received approximately \$386,000 from corporate and foundation grants and has also received WHALE TAIL® grants from the Coastal Commission to support the program.

**Project Summary**

In order to diversify funding sources and make the CBREP more self-sustaining, the Marine Education Project is hiring a fundraising consultant. The consultant would focus on an individual donor program, supplemented by corporate and foundation grants. (The Project staff envisions offering donors a connection to a community of like-minded individuals, through special tours and events.)

The consultant will perform the following tasks:

- Have an initial in-person planning meeting with MEP staff to discuss fundraising needs and goals.
- Develop a detailed, realistic fundraising plan for the Marine Education Project to carry out, with a focus on individual donors and other feasible funding sources. The plan should include specific fundraising tasks and a recommended timeline for completing those tasks, with projected amounts to be raised keyed to each strategy (deliverable – fundraising plan).

- Research prospective donors and develop a prospect list focused on individual major donors, and also including corporations, and foundations (deliverable – prospect list).
- Conduct a one-day training for MEP staff on donor cultivation (deliverable – training).
- Provide guidance for setting up a donor database, including what are the recommended fields that should be tracked and why, how the database should be used, strategy for keeping the database up to date, and software recommendations, etc. (deliverable – written guidance).

#### **Project Parameters and Assumptions**

- The project must be started by June 1, 2012, and be completed by November 30, 2012.
- At the conclusion of the project, all materials developed will become the exclusive property of the Tides Center/Marine Education Project.
- Billing for services completed will be submitted at agreed-upon program milestones.
- The Marine Education Project has a total of \$5,200 available to pay the selected consultant for this project.
- Costs for travel, mileage, postage, etc. are included in the above project fee.

#### **Required Proposal Format**

- Cover letter
- Resume
- Professional references
- Samples of fundraising plans developed
- Proposed timeline of activities
- Proposed budget including hourly rate and projected hours for each task

#### **Tentative Project Timeline**

- April, 2012      Distribution of RFP
- **April 30, 2012    Responses to RFP due**
- May, 2012        Successful applicant notified
- June 1, 2012     Project begins
- Nov., 2012        Schedule one day training for staff
- Nov. 30, 2012    Activities completed

#### **Submit Proposal via email or mail to:**

Chris Parry  
 Director of Public Programs  
 Marine Education Project  
 45 Fremont Street, Suite 2000  
 San Francisco, CA 94105  
[Chris.parry@coastal.ca.gov](mailto:Chris.parry@coastal.ca.gov)  
 Phone: (415) 904-5208

**Questions?** Please contact Chris Parry (above), or Sylvie Lee at [Sylvie.Lee@coastal.ca.gov](mailto:Sylvie.Lee@coastal.ca.gov) or (415) 904-5271.

***Proposal Deadline is 5pm on April 30, 2012***