



Request for Proposals For a Development Strategy Consultant

Proposal submission deadline: March 15, 2021

The [Atlantic Coastal Fish Habitat Partnership](#) (ACFHP) is seeking a development strategy consultant to evaluate ACFHP's current fundraising capacity and determine next steps for growing the organization's fundraising capacity. The project goal is to define strategies to increase ACFHP's financial resources and recommend actions to raise funds through private and public means.

1. ACFHP Organizational Mission and Background

- a. Mission: To accelerate the conservation, protection, restoration, and enhancement of habitat for native Atlantic coastal, estuarine-dependent, and diadromous fishes through partnerships between federal, tribal, state, local, and other entities.
- b. Vision: Healthy, thriving habitats of sufficient quantity and quality to support all life stages of Atlantic coastal, estuarine-dependent, and diadromous fishes.
- c. ACFHP works in areas from Maine to the Florida Keys and from the headwaters of coastally draining rivers to the edge of the continental shelf, with a focus on estuarine environments.
- d. ACFHP is one of 20 Fish Habitat Partnerships (FHPs) under the auspices of the [National Fish Habitat Partnership](#) (NFHP). The NFHP is an unprecedented national effort to build and support strategic partnerships for fish habitat conservation. ACFHP has chapter membership in the National Fish Habitat Fund ([Beyond the Pond](#)), a 501(c)3 organization that provides opportunities for funding through a non-profit framework.
- e. ACFHP is a coast-wide partnership of fish habitat resource managers, scientists, and conservation-minded individuals from 36 different state, federal, tribal, and non-governmental agencies. The ACFHP Steering Committee is a self-directed group of individuals interested in achieving the Partnership's vision. It is the decision-making body of ACFHP and provides oversight responsibility for all ACFHP activities. The ACFHP Development Subcommittee tracks the Partnership's budget, implements a Business Plan, and identifies new funding opportunities to pursue to support habitat restoration projects and ACFHP operations.
- f. The Atlantic States Marine Fisheries Commission ([Commission](#)) is the administrative home for ACFHP. ACFHP has a paid coordinator who is an employee of the Commission, with additional

oversight by the Commission's Director of Fisheries Science. The Commission and Beyond the Pond administer ACFHP funding.

2. The Consultant's Role

- a. Complete an evaluation of ACFHP's current fundraising capacity to identify opportunities and constraints for increased fundraising, to include staff expertise and time required for fundraising.
- b. Identify ways to maximize the opportunities afforded by the National Fish Habitat Partnership and Beyond the Pond 501c3 with regards to fundraising capabilities of ACFHP.
- c. Complete an assessment of ACFHP's existing capacity by:
 - i. Conducting a review of ACFHP's budget and fundraising efforts to date.
 - ii. Conducting interviews with key ACFHP representatives including, but not limited to members of the ACFHP Development Subcommittee, Steering Committee Chair, Vice Chair, Coordinator, ASMFC Fisheries Science Director, and ASMFC Finance Director.
- d. Recommend organizational modifications and actions to increase fundraising potential.
- e. Develop a 'network analysis' describing specific private and public organizations with shared interests and financial capacity (prospective donors) for ACFHP to pursue in fundraising.
- f. [Optional] Contact prospective donors to begin raising funds for the Partnership; focus fundraising solicitations in the Mid-Atlantic region (New York to North Carolina); design campaign and start building relationships around a focal ACFHP conservation project, the specifics for which, will be provided by ACFHP leadership.

3. Key Deliverables

- a. A written Draft Development Strategy Report of 10-15 pages (an approximation to indicate level of detail desired). The report should include all of the elements listed in #2 above. The Draft Report should be submitted to the ACFHP Coordinator for review. The Coordinator will gather comments from ACFHP Steering Committee and Development Subcommittee members and submit a single document of questions and comments to the Consultant. The Consultant shall address the questions and comments before submitting a Final Development Strategy Report in electronic format.
- b. A virtual presentation to the Steering Committee summarizing results of the report. An electronic copy of the presentation slide deck shall be provided to the Steering Committee.
- c. One virtual strategy meeting with the ACFHP Development Subcommittee to define next steps for implementing recommendations of the report. The Consultant's notes from the meeting shall be provided to the ACFHP Coordinator.

4. Project Timeframe

A consultant will be selected and notified within 30 calendar days of proposal deadline (by April 15, 2021).

Project should be completed by October 15, 2021.

5. Proposal Details

The deadline to submit a proposal is **Monday, March 15, 2021** at 11:59 pm Eastern time. Proposals should be emailed to Dr. Lisa Havel, ACFHP Coordinator, LHavel@asmfc.org. The proposal should include:

- a. Detailed plan for devising the development strategy.
- b. Statement of qualifications. Qualifications should include examples of past work that demonstrate the ability to complete this project, as well as staff involved in producing the development strategy.
- c. An outline and timeline for producing the development strategy.
- d. Expectations of ACFHP including any skills needed by Partnership staff to facilitate the project.
- e. A cost estimate itemized by phases or tasks; within each task or phase please include an itemization of time and costs per consultant staff specialty/role. Payment terms and schedule should also be included.
- f. At least three references from sources who can address how the applicant has successfully executed similar projects.

Proposals will be evaluated by ACFHP. Top candidates will be invited to discuss their proposals with ACFHP leadership. Final selection will be made after virtual meetings with top candidates.

A consultant will be selected and notified within 30 calendar days of proposal deadline (by April 1, 2021).

Evaluation Criteria

Proposals will be evaluated based on price, vision, prior experience, references, qualifications, and understanding of work. As a not-for-profit organization with finite resources, total project costs will weigh heavily in proposal evaluations. ACFHP may, at its discretion, request additional information from any respondents as deemed necessary to clarify or negotiate modifications to the proposal.

Disclaimer

The RFP does not commit ACFHP to award a contract or to pay any costs incurred during the preparation of the proposal, including associated travel costs. ACFHP reserves the right to reject any or all of the proposals for completing the work. ACFHP also reserves the right to eliminate the need for the selected consultant to complete one or more tasks, pending the outcome of preceding related tasks or issues, and/or the availability of project partners to complete that task.

Request for Further Information

Please contact Dr. Lisa Havel, ACFHP Coordinator, at 703-842-0740 or lhavel@asmfc.org for questions regarding the request for proposals.