



REQUEST FOR PROPOSAL

The Association of Fundraising Professionals (AFP) invites mission-aligned executive search firms to collaborate in identifying and selecting our next transformative President & CEO who will propel AFP to even greater heights.

Inquiry & Submission Instructions:

Please submit the information outlined in this request for proposal to Kim Van Lue of [NorthSpring Leadership Consulting, Inc.](#) The submission deadline is July 8, 2024.

Any questions regarding the RFP should be directed to Kim Van Lue by June 19, 2024.

Contact Information:

Kim Van Lue
NorthSpring Leadership Consulting, Inc.

Email kim@northspringleadership.com
Phone (812) 955-0712



OBJECTIVE

The Association of Fundraising Professionals (AFP) seeks a strategic partnership with a leading executive search firm to secure the ideal President & CEO for AFP. This collaborative endeavor requires navigating the nuances of the membership association and fundraising industry, and identifying a visionary leader who aligns with our vision and mission.

We seek to partner with a firm who possesses an in-depth understanding of our mission-driven work, proven expertise in attracting diverse talent, and a commitment to transparency and professionalism throughout the search process. The chosen firm will become an integral partner, ensuring a seamless transition and the selection of a President & CEO who will propel us to new heights of impact and sustainable growth.

BACKGROUND

The contract of the current President and Chief Executive Officer position will end on December 31, 2024. Our goal is to hire a President and Chief Executive Officer prior to the end of the year.

We are looking for a transformational leader, a bold advocate for positive change in the fundraising industry, and an individual who embodies a passion for philanthropy. This individual will possess proven executive experience and fundraising expertise in addition to experience leading within a membership organization.

We seek a search firm that shares our values, understands the nuances of our sector, and can navigate the unique landscape of finding top talent in the world of social impact. We expect a seamless partnership built on a deep understanding of our mission, culture, and strategic vision.



ABOUT AFP

Founded in 1960, for over 60 years, AFP has been the standard-bearer for professionalism in fundraising.

Vision:

To stimulate a world of generosity and positive social good through fundraising best practice.

Mission:

The Association of Fundraising Professionals empowers individuals and organizations to practice ethical fundraising through professional education, networking, research and advocacy.

Guiding Principles:

Ethics and Trust. As champions of ethical fundraising, fundraising professionals work to increase public trust in charitable giving. We are accountable to donors and their organizations to perform to the highest standards. We practice courage and integrity in the stewardship of private and public resources.

Professional Preparation. Fundraising professionals are prepared to serve as leaders and mentors within and on behalf of our organizations. We embrace continuing education and credentialing as pathways to advance in all stages of our professional careers. We use knowledge and skills to strengthen our organizations and communities. We understand, promote and share best practices to use and grow the fundraising body of knowledge.

Advancing Philanthropy. Fundraising professionals are leaders in developing a culture of philanthropy within our organizations and communities. We train staff, boards and volunteers in ethical and effective fundraising practices. We work across organizations and nations to advance positive social good.

Inclusivity. Fundraising professionals reflect the diversity of the communities we serve. We work to address the needs of a diverse society. We welcome and support a diversity of individuals and offer pathways for them to succeed.

Partnership and Collaboration. Fundraising professionals are trusted partners with donors in achieving social good. We collaborate locally and globally with other organizations around shared priorities. We work effectively with decision makers in government and business to achieve shared objectives through philanthropy.



Creativity and Innovation. Fundraising professionals stimulate giving through innovative practices and solutions. We imagine and research new ways to connect with donors and achieve results. We share effective ideas and techniques to promote success across the philanthropic sector.

LEARN MORE

[2022 Annual Report](#)

[AFP Membership](#)

[Current Leadership, Board & Staff](#)

[AFP Fact Sheet](#)

[Form 990](#)

[AFP Foundations Case for Support](#)

[AFP Foundation for Philanthropy - United States](#)

[AFP Foundation for Philanthropy - Canada](#)

[Asociación de Profesionales AFP México A.C.](#)

AT A GLANCE

27,000 Active Members of AFP

240 Chapters Globally

Individuals and Organizational
Members Raise Over \$115B
Annually

Approx. 30 Staff Members



EXECUTIVE PROFILE

Note: Executive profile featured here provides high-level job summary and requirements only. A full job description and targeted compensation summary is available upon request.

Reporting directly to the Chair of the Board, the President and Chief Executive Officer of the Association of Fundraising Professionals (AFP) Global is responsible for the overall strategic direction, governance, and leadership of the organization, driving its continued growth and impact in alignment with its mission. This position serves as the Chief Executive Officer of the **association, AFP Canada** and the **AFP Foundations**.

Key Responsibilities

Championing AFP Global's Mission

Strategic Vision & Leadership

Membership & Engagement

Fundraising

Foundation Oversight

Financial Sustainability

Public Representation & Advocacy

Organizational Excellence & Governance

Minimum Requirements

Master's degree or equivalent experience in non-profit management, philanthropy, or a related field.

10+ years of proven leadership experience in senior executive roles within non-profit organizations, preferably related to philanthropy and/or membership associations.

Demonstrated track record of success in strategic planning, execution, and driving measurable results in complex organizational settings.



SUBMISSION DETAILS

Interested firms should submit a written proposal to [NorthSpring Leadership Consulting, Inc.](#) by **July 8, 2024**. The written proposal should not exceed 10 pages in length and should include the following information:

Cover Letter

- Briefly introduce your firm and highlight relevant experience in placing CEOs for non-profit and/or professional services/membership association organizations.
- Reiterate your understanding of the organization's mission, values, and the critical nature of the CEO role.
- Express your enthusiasm for partnering with the organization in this important search.

Search Methodology & Approach

- Outline your detailed plan for identifying and attracting top-tier candidates. Explain your targeted sourcing strategies, network reach, and utilization of industry databases.
- Describe your approach to assessing behavioral leadership style and ensuring candidate alignment with the organization's values.
- Clearly define your communication protocols and how you will keep key stakeholders informed throughout the search process.
- Present a realistic timeline for the search, outlining key milestones such as sourcing completion, candidate presentation dates, and interview stages.

Qualifications & Team

- Showcase your firm's track record of successful placements in similar roles and sectors. Provide case studies or references from satisfied clients.
- Introduce the dedicated team assigned to the search, emphasizing their relevant experience, industry knowledge, and expertise in assessing leadership qualities.
- Highlight any awards or recognitions your firm has received, particularly those related to ethical practices or diversity and inclusion initiatives.

Fees & Value Proposition

- Provide a transparent and competitive fee structure aligned with the scope of services and expected project duration.
- Clearly explain the value proposition of your services, showcasing any additional benefits like onboarding support, leadership assessments, or diversity and inclusion initiatives.

References & Testimonials

- Include relevant client testimonials from non-profit and/or professional services/membership association organizations, preferably those with similar leadership searches.
- Provide contact information for references from relevant industry clients who can speak to your firm's effectiveness and professionalism.



PROCESS & TIMELINE

| Step | Action | Due Date |
|------|---|-------------------------------|
| 1 | RFP Issued | June 3, 2024 |
| 2 | Responder Questions Due | June 19, 2024 |
| 3 | Responses to Questions Provided | June 26, 2024 |
| 4 | RFP Responses Due | July 8, 2024 |
| 5 | Proposals are Reviewed by NorthSpring Leadership Consulting, Inc. and Other Select AFP Stakeholders | July 22, 2024 |
| 6 | NorthSpring Leadership Consulting, Inc. Presents Proposals and Key Information to Evaluation Committee of the Board of Directors and Other AFP Stakeholders | July 25, 2024 |
| 7 | NorthSpring Leadership Consulting, Inc. Coordinates Interviews Between Selected Firm(s) and Evaluation Committee of the Board of Directors | Late July - Early August 2024 |
| 8 | Evaluation Committee Evaluates Firms and Makes Selection | Mid-August 2024 |
| 9 | References are Conducted | Late August |
| 10 | Anticipated Engagement Start | Late August |



SELECTION CRITERIA

The following criteria will be used to evaluate potential executive search firms.

| Criteria | Detail |
|--|---|
| Industry Expertise | <ul style="list-style-type: none">• Domain Knowledge• Network and Track Record• Understanding of Challenges and Role |
| Search Methodology and Approach | <ul style="list-style-type: none">• Targeted Sourcing and Diversity• Values-Alignment• Communication and Transparency |
| Team and Qualifications | <ul style="list-style-type: none">• Relevant Experience (Industry)• Communication Skills• Collaborative Approach |
| Fees and Value Proposition | <ul style="list-style-type: none">• Transparency and Competitiveness• Value-Added Services• Return on Investment |
| References and Reputation | <ul style="list-style-type: none">• Client Testimonials• Industry Recognition• Professional Ethics and Standards |