Since 1960, AFP has inspired global change and supported efforts that have generated over $1 trillion in philanthropic support to the charitable sector. AFP’s nearly 30,000 individual and organizational members, represented by more than 240 chapters worldwide, raise over $115 billion annually, equivalent to one-third of all charitable giving in North America and millions more around the globe. As the preeminent association for professional fundraisers, AFP advances philanthropy through research, advocacy, education and certification programs, and more.

If you intend to respond to the RFP, please note the following target deadlines:

- RFP Release: Wednesday, September 1, 2021
- Proposals Due by: September 15, 2021
- AFP Review of Proposals: September 16-23, 2021
- Interviews with Selected Firms: September 27-30, 2021
- Decision Made by: October 15, 2021

All inquiries and correspondences should be directed to Kendall Joyner at kendall.joyner@afpglobal.org
Background

Many studies, career tracking data, generational research, and first-hand testimonials all prove that the world of philanthropy faces a true threat: an impending lack of leadership. This leadership gap, created in part by the retirement of the Baby Boomer generation, has been accelerated by COVID-19 as qualified nonprofit leaders retire without leaving prepared replacements.

The Association of Fundraising Professionals (AFP) and the Foundation for Philanthropy are creating a leadership development program for fundraisers to directly address this threat: the rapidly growing shortage of qualified, diverse, and prepared leaders.

Our multi-pronged, blended approach is focused on building skilled and dedicated fundraising leaders who accurately reflect the diversity of the communities they serve. In leadership positions, fundraisers can build strong bridges between philanthropic donors and the nonprofits that need them. The COVID-19 pandemic has drastically increased this need with studies showing that up to one-third of nonprofits are currently in jeopardy of closing, with Black/Latino communities disproportionately being affected (Candid and the Center for Disaster Philanthropy study 2021, “Philanthropy and COVID-19: Measuring One Year of Giving”). Our leadership development program will incorporate leadership-specific trainings through a fundraiser’s lens.

The principal focus will be on building the skills and competencies that diverse and experienced leaders will need in order to lift their nonprofits to higher levels of impact. We will achieve this through three advancing levels of education:

Component 1, Focused on the Individual: Virtual Education

Component 2, Focused on the Organization: Week-Long Leadership Seminars

Component 3, Focused on the Sector: The Cohort Program
Scope of Work

AFP is seeking a vendor to develop and deliver Component 2, Focused on the Organization: Week-Long Leadership Seminars. This section of the program will include week-long immersive programs (leadership seminars) targeting nonprofit or fundraising professionals who aspire to leadership roles or opportunities in their organizations and the broader nonprofit community. These seminars will constitute the core of the program, providing a truly career enriching experience.

The following is the preferred high-level scope for the Curriculum Design and Instruction of the Leadership Development Program described in this RFP:

- Through this RFP, AFP is seeking a qualified vendor to develop and deliver modules on core leaderships and management topics including but not limited to the following: IDEA (Inclusion, Diversity, Equity, and Access), Ethics, Strategic Planning, Emotional Intelligence, Change Management, Talent Management, Evaluation, The Role of Technology, and Board and Volunteer Management. Each module will be 4-8 hours in length delivered to a cohort of 20-25 participants.

- The curriculum will be piloted in the summer of 2022

- Selected vendor must have at least ten years of experience and proven expertise in designing and delivering trainings to non-profit and/or membership organization professionals.

- Selected vendor will participate in pre-delivery curriculum refinement with AFP lead staff and will participate in at least two debriefing assessments post-training along with at least one round of curriculum refinement.

- Selected vendor will update curriculum semi-annually or as needed to incorporate the latest learning and best practices.

- Start Date: Fall 2021
Response Requirements and Criteria

Format of Proposals
Proposals should be formatted in the following structure:

1. Executive Summary
   a. Contact information for both the vendor and contact person
   b. High-level vision for this project and what would be accomplished

2. Technical Proposal
   a. Explain the firm's process and methodology concerning curriculum design and instruction delivery strategies
   b. Clearly outline your expectation of what is needed from AFP to achieve the results you are recommending

3. Project Team and Process
   a. Minimum of three references of past clients
   b. Listing of key personnel who will be participating on this project
   c. Communication process including lines of reporting

4. Company's Commitment to Inclusion, Diversity, Equity and Access (IDEA)
   a. Please include if your company is owned by women, a person/people of color or other identifiers of diversity
   b. Please detail how your firm is committed to inclusion, diversity, equity, and access

5. Financial Proposal
   a. Detail and itemize costs for the project including sourcing and creation of all content, the phasing of the project, etc.
   b. Please price each item separately and provide a price point for moving forward with all options noted above
   c. Include all other ancillary costs
   d. Any costs not detailed/itemized will not be considered in the event your proposal is selected

Evaluation Criteria
The AFP Professional Development Committee will consider the following criteria:

Overall Qualifications:
   • Potential ability of the firm/vendor to deliver all RFP services within the timeline identified
• Approach to project management
• Commitment to IDEA principles
• Client references

Financial Proposal:
• Competitive pricing
• Clear explanation of all costs