



## **Association of Fundraising Professionals (AFP) Canada Government Relations Services Request for Proposal February 3, 2022**

### **About the Association of Fundraising Professionals (AFP)**

Since 1960, the Association of Fundraising Professionals (AFP) has been the standard bearer for professionalism in fundraising. The association works to advance effective and ethical philanthropy by providing advocacy, research, education, mentoring, collaboration and technology opportunities for the world's largest network of professional fundraisers. AFP's 26,000 members in more than 240 chapters raise over \$115 billion annually for a wide variety of charitable organizations and causes across the globe. For more information go to [www.afpglobal.org](http://www.afpglobal.org).

### **About AFP Canada**

AFP Canada, a nonprofit formed in 2017, was created to bring a Canadian perspective to AFP's government relations and communications. AFP Canada represents more than 3,000 fundraising leaders across the country working to support causes and missions that help Canadians from coast to coast to coast. The organization serves as the voice of the fundraising profession in Canada and is part of the larger AFP Global network, the largest community of professional fundraisers in the world. For more information about AFP Canada to go [www.afpcanada.org](http://www.afpcanada.org).

### **Important Dates**

- RFP sent: February 3, 2022
- RFP closed: February 25, 2022
- Decision made by: March 11, 2022 (for phase 1 of work)

### **Questions and Submissions**

All submissions must be received via email before **February 25** at 5:00 p.m. EST to Lisa Davey at [Lisa.Davey@afpglobal.org](mailto:Lisa.Davey@afpglobal.org).

## Background

Stimulating a world of generosity and positive social good through fundraising best practices is what drives AFP's work. Our mission is to empower individuals and organizations to practice ethical fundraising through professional education, networking, research and advocacy.

AFP is committed to the principles of inclusion, diversity, equity and access (IDEA) in the fundraising profession, the charitable sector and throughout all of society. More information, including the AFP definitions of inclusion, diversity, equity and access, and the importance of IDEA to AFP can be found at [afpidea.org](http://afpidea.org).

AFP Canada advocates for an environment that strengthens effective and ethical fundraising to encourage giving. Our [vision](#) is that more asking will lead to more giving and greater impact. Our strength lies in our members and their fundraising skillset—over 3,000 professional fundraisers with the training and skills to be effective advocates. As such our goals are designed to empower and engage our volunteers to achieve them.

In 2022, we aim to:

- Raise the profile of our sector and profession with elected officials – outreach campaign;
- Advocate for equitable federal government support for our sector;
- Publish two policy position papers;
- Publish an information sheet about government relations to encourage more professionals to be involved in this work;
- Continue to be active participants in government working groups and sector tables; and
- Respond to emerging GR opportunities.

AFP Canada has developed some excellent resources, in English and in French, to support our GR work. Examples include:

- Our [website](#);
- AFP Canada 2021 [Federal Election Campaign](#);
- Educational [videos](#);
- Numerous [articles](#);
- [Asking Matters](#) in both languages;
- AFP Canada [Fact Sheets](#); and
- Policy papers on a home in government and increasing the disbursement quota.

## Scope of Work

AFP Canada's plans for 2022 include raising the profile of our sector, our policy priorities and AFP Canada through a fall government relations campaign. Our goal is to hold a minimum of 20 strategic meetings between AFP members and federal members of Parliament (MPs), sector leading entities and/or senior bureaucrats late September through mid-October.

AFP Canada is seeking government relations services to finalize the outreach initiative plan and assist with the development of tools for its successful execution. The work will be undertaken in two phases.

Phase 1: Finalize Outreach Initiative Plan. Provide feedback on the draft outreach plan before April 15.

- Review AFP reports from the Day in the Ridings and the Election Campaign to identify lessons learned to be considered for this initiative.
- Identify external considerations that may either impede or increase the success of this initiative, including the proposed timing.
- Outline the potential impact of this initiative including any anticipated outcomes.
- Develop a recommended list of MPs and senior bureaucrats that AFP should target for this initiative and include details on how to contact them.
- Identify potential opportunities anticipated from this initiative (government or partnerships with other like-minded sector organizations).
- Review the list of tools for AFP leaders. If other tools are recommended, explain how they would increase the success of this initiative.

Phase 2: Develop tools, training, reporting and response mechanisms to deliver a successful outreach initiative in the fall 2022.

- In consideration of existing AFP tools, recommend other tools that would help to engage and support AFP leaders with this initiative. These tools would need to be developed and published in both languages before August 31.
- Develop and deliver a virtual training for this initiative to support AFP leaders. It will be delivered in both languages in mid-September.
- Design a reporting system for meetings including recommendations to manage meeting follow-ups and requests for additional information. When designing this system, it should be noted that our goal is not only to increase knowledge and support for our priorities, but also to identify champions in government and strategies to cultivate those relationships in the future.

## Response Requirements and Evaluation Criteria

Proposals should clearly indicate the costs of the work outlined in phase 1 and phase 2 separately as the contract for phase 1 will be awarded in March; the cost for the work in phase 2 will be considered in our next fiscal year budget. Proposals will be evaluated based on the weighting indicated and should be prepared in the format outlined below.

### 1. Qualifications (30%)

Overview of qualifications - relevant government relations expertise, experience with nonprofit associations, past/current clients, including references, and bilingualism. Include brief bios on key personnel to be assigned to this work.

### 2. Government Relations Services Experience (50%)

2.1 Phase 1: Outline the process the firm would undertake to deliver the work outlined in this phase. Include the format of the deliverable, the number of hours anticipated and the firm's availability to complete the work. Please specify any advance preparation and support required from the AFP team for this phase.

2.2 Phase 2: Outline the process the firm would undertake to deliver the work outlined in this phase. Include the format of the deliverable, the proposed agenda for training, and

specify any advance preparation and support required from the AFP team for this phase.

**3. Firm's commitment to inclusion, diversity, equity and access (10%)**

Provide information on the firm's expertise in diversity and inclusion.

1. Please include if the firm is owned by women or a BIPOC person(s); and
2. Detail how your firm is committed to inclusion, diversity, equity and access.

**4. Budget (10%)**

Clearly outline the cost for each phase of work as contracts will be issued separately for each phase. Acknowledgement of AFP's nonprofit status and any proposed investment (nonprofit discount). As a not-for-profit organization, AFP welcomes and appreciates gifts in-kind and discounts and can offer a number of benefits to recognize your support to our extensive network of leaders in the not-for-profit sector. For competitive reasons, total budget available is not being disclosed.