

Terms of Reference (ToR):

Development of Fundraising Strategy and SOP for Hope Revival Organization (HRO)

Overview

Hope Revival Organization (HRO) is a humanitarian, advocacy, and non-profit organization dedicated to working with communities experiencing difficulty coping. HRO's main priorities include improving access to mental health services and psychosocial support for populations affected by conflict and crisis, involving women, youth, and people with disabilities in various activities, and creating safe environments through community care. To strengthen our fundraising efforts, we aim to develop a comprehensive fundraising strategy that aligns with our organizational goals and enhances our capacity to generate successful program concepts and funding proposals.

Objective

The purpose of this assignment is to contract an experienced Fundraising Advisor to develop a comprehensive fundraising strategy. This strategy will include donor engagement strategies, proposal templates, and fundraising campaign guidelines aimed at supporting HRO's humanitarian programs for vulnerable populations, including older people. Additionally, the advisor will build the capacity of relevant staff through training on fundraising techniques and proposal writing.

Scope of Work

The Fundraising Advisor will develop a comprehensive fundraising strategy manual/SOP:

1. Identify best practices in fundraising for humanitarian programs
2. Define donor engagement strategies
3. Create proposal templates
4. Outline effective fundraising campaign guidelines
5. Work closely with the Partnership Officer and Media team to ensure the strategy aligns with HRO's goals
6. Incorporate feedback from internal stakeholders to refine the strategy
7. Organize a review session with senior management to evaluate and approve the developed fundraising strategy manual

8. Deliver an induction session for relevant staff members to familiarize them with the fundraising strategy
9. Provide training on fundraising techniques and proposal writing to enhance staff capacity

Deliverables

1. A finalized Fundraising Strategy Manual/SOP
2. Set of proposal templates and fundraising campaign guidelines
3. Presentation materials for the review session with senior management
4. Training materials for the staff induction session on fundraising techniques
5. A final report summarizing the process, outcomes, and recommendations

Duration

The assignment is expected to take approximately 8-10 weeks from the start date.

Qualifications

The ideal consultant should possess:

- Proven experience in developing fundraising strategies within the humanitarian sector
- Strong understanding of donor landscapes and proposal writing best practices
- Excellent communication, facilitation, and training skills
- Demonstrated ability to work collaboratively with diverse teams

Contract Mechanism & Terms of Payment

HRO will issue a consultancy agreement outlining deliverables, timelines, and payment terms. Payment will be made in one instalment after submitting all deliverables.

Application Process

Interested candidates are invited to submit:

1. A brief proposal outlining their approach to developing a fundraising strategy
2. CV highlighting relevant experience in fundraising within the humanitarian sector
3. Sample(s) of previous work (e.g., a fundraising strategy or successful proposal)
4. A financial proposal detailing consultancy fees