

Terms of Reference (ToR)

Development of Fundraising Strategy and Standard Operating Procedures (SOP)

1. Background and Context

Hope Revival Organisation (HRO) is a humanitarian, advocacy, and non-profit organisation dedicated to supporting communities affected by conflict and crises, with a focus on mental health, psychosocial support, and community safety. To sustain and expand its impactful programs, HRO aims to strengthen its resource mobilisation capacity through the development of a comprehensive fundraising strategy, proposal templates, and SOPs. This initiative is part of a broader capacity-strengthening plan aligned with HRO's organisational goals and the current funding landscape.

2. Objective of the Assignment

The primary objective is to engage an experienced Fundraising Advisor to:

- Develop a comprehensive, actionable fundraising strategy tailored to HRO's context.
- Create standard proposal templates aligned with donor requirements.
- Develop SOPs for resource mobilisation activities.
- Build the capacity of relevant staff through targeted training on proposal writing, donor engagement, and fundraising techniques.

3. Scope of Work

The consultant shall undertake the following tasks:

A. Development of Fundraising Strategy Document:

- Conduct a situational analysis of HRO's current fundraising landscape.
- Identify potential donor segments, including institutional donors, UN agencies, foundations, corporate donors, and individual supporters.
- Map donor priorities, application procedures, and funding cycles.
- Define clear, measurable fundraising objectives aligned with HRO's strategic priorities.
- Develop a donor engagement plan, including relationship management, communication channels, and engagement timelines.
- Outline a diversified funding approach, including grants, donations, and partnerships.

- Incorporate a monitoring and evaluation (M&E) framework to assess the effectiveness of fundraising activities.

B. Proposal Templates and Campaign Guidelines:

- Draft tailored proposal templates for different donor types, including key sections, required documentation, and submission procedures.
- Develop guidelines for fundraising campaigns, including messaging, outreach channels, and KPIs.
- Include templates for concept notes, budgets, and reporting formats.

C. SOPs for Resource Mobilisation:

- Develop SOPs covering:
 - Donor research and mapping
 - Proposal development and submission processes
 - Donor relationship management
 - Reporting and compliance procedures
 - Internal review and approval workflows

D. Capacity Building and Staff Training:

- Design and deliver a training workshop for relevant staff (fundraising, program, finance, and communications teams) on:
 - Fundraising best practices
 - Proposal writing and budgeting
 - Donor engagement and relationship management
 - Use of proposal templates and SOPs
- Provide training materials, manuals, and follow-up support.

E. Stakeholder Engagement and Review:

- Organise a review session with senior management for feedback and approval of the strategy, templates, and SOPs.
- Incorporate internal feedback and ensure alignment with organisational policies.

4. Deliverables

The consultant shall submit the following:

1. **Draft Fundraising Strategy Document** – including situational analysis, objectives, donor mapping, engagement plan, and M&E framework.
2. **Final Fundraising Strategy Document** – incorporating feedback from the review session.
3. **Proposal Templates** – tailored for various donor types.
4. **Fundraising Campaign Guidelines** – messaging, outreach, and KPIs.
5. **Standard Operating Procedures (SOPs)** – covering all aspects of resource mobilisation.
6. **Training Materials** – manuals, presentations, and handouts.
7. **Training Report** – including attendance, feedback, and recommendations for follow-up.

5. Timeline

The entire assignment is expected to be completed within **6 weeks** from the contract signing, with key milestones as follows:

- Week 1: Submission of draft strategy and templates.
- Week 2: Review and feedback session.
- Week 4: Submission of final strategy, templates, and SOPs.
- Week 5-6: Staff training sessions and handover.

6. Qualifications and Experience

The ideal candidate should possess:

- Proven experience in developing fundraising strategies for NGOs or humanitarian organisations.
- Demonstrated success in securing grants from institutional donors.
- Strong proposal writing, budgeting, and donor engagement skills.
- Experience in developing SOPs for resource mobilisation.
- Excellent facilitation and training skills.
- Knowledge of the humanitarian funding landscape and compliance requirements (e.g., USAID, ECHO, UN).

7. Contract Mechanism and Payment Terms

HRO will sign a consultancy agreement based on deliverables, timelines, and budget. Payment will be 100% upon final delivery, approval, and completion of staff training.

8. Application Process

Interested candidates are invited to submit:

- A technical proposal outlining their approach and methodology.
- A financial proposal with detailed fees.
- CVs highlighting relevant experience.
- Samples of previous fundraising strategies or SOPs.
- Contact details for references.

Application deadline: 24 April 2025