

## **WETLANDS INTERNATIONAL EASTERN AFRICA**

### **FUNDRAISING STRATEGY DEVELOPMENT**

#### **1 Background and purpose of the consultancy**

In the past few months, WIEA has drafted a strategy document reflecting its ambition and strategic direction. WIEA is looking to hire a consultant to develop a comprehensive fundraising strategy that aligns with its ambition and enables it to implement its strategy fully. The fundraising strategy should:

- Review WIEA's current fundraising approach and practices (successful and unsuccessful ones).
- Identify and analyse current and past donors and partnership/funding agreements or practices.
- Define WIEA's needs, fundraising priorities, goals, targets, timelines, and sustainability plans considering the current situation and WIEA strategy.
- Align WIEA's fundraising goals to the capacities of the organisation.
- Ensure alignment of the fundraising strategy with the strategic objectives in the WIEA strategy.
- Identify new donors /potential list of funding sources & opportunities and expand the existing list of prospects. More specifically, identify potential donors who support programs that align with WIEA's goals.
- Anticipating fundraising trends and adaptation measures including donor relations management measure.
- Develop a concrete WIEA Fundraising Strategy and an action plan to operationalize it.

#### **2. Role and deliverables of the consultant**

To meet the objectives mentioned above, WIEA will expect the selected consultant(s) to:

- Conduct fundraising needs assessment
- Desk research and consultation with WIEA.
- Review past practices of WIEA and objectives linked to fundraising (provide feedback).
- Facilitate the process of developing the WIEA fundraising strategy.
- Meeting the timeframe and deadlines agreed upon with WIEA.

##### *2.1 Deliverables*

- Inception report outlining a) outline WIEA's strengths and weaknesses in terms of its fundraising practice and track record and confirming the overview of funding 'gaps'; b) confirming the next steps of the assignment (work plan and deliverables) c) table of content for the envisaged fundraising strategy

- Draft fundraising strategy and plan in line with an agreed table of contents and inclusive of updated mapping of potential donors
- Final fundraising strategy based on the feedback from WIEA

### **3. Timeframe & coordination**

This assignment is expected to require approximately ten consultancy days. It should start as soon as possible and be completed within two months.

The consultant(s) will work closely with WIEA staff. The Director will supervise the consultant's work, progress, and deliverables. The progress will be assessed at least once a week so that any required adaptation can be agreed upon in a timely manner.

### **4. Competencies, Experience, and Skill Requirements:**

- Demonstrated track record of successfully advising CSOs to develop effective fundraising strategies.
- Demonstrated experience in facilitating the organisational development of non-profit organisations, including in relation to the development of fundraising strategies.
- Good knowledge of the Eastern Africa regional context.
- Demonstrated track record in securing programmatic and core funding and demonstrated know-how in donor relations (including private donors).
- Demonstrated track record in working with international NGOs including advising senior management and developing fundraising strategies.
- Demonstrated knowledge of the funding landscape in Eastern Africa will be an asset
- To have excellent facilitation and writing skills

### **5. Deadline and submission of expression of interest**

If you are interested in supporting our strategy development and meeting the criteria, please send us your application via email to [hreastafrica@wetlands-eafrica.org](mailto:hreastafrica@wetlands-eafrica.org) with the subject reading “*Fundraising Strategy Development*” no later than 31.07.2024 (COB). Your application package should include:

- Expression of interest indicating your understanding of the assignment and relevant skills and experience
- Proposed methodology and related timeframe.
- Financial proposal comprising detailed quotation for the assignment, showing working days and expected fee.
- Evidence of past fundraising projects or strategies related to fundraising development
- Contact details of two references/previous clients.