



## **REQUEST FOR QUALIFICATIONS: Global Fundraising Expert to Assist Forest Stewardship Council**

**PROPOSAL DUE DATE** – May 25, 2015

### **PERIOD OF CONTRACT**

Six months for Phase 1 at 60-80% FTE, with option to renew for an additional 6-12 months.

### **PURPOSE**

To revitalize global fund development systems and processes such that FSC can fulfill its fundraising potential.

### **LOCATION**

U.S. based, with a preference for the San Francisco Bay Area, New York City or Washington D.C.

### **ORGANIZATIONAL BACKGROUND**

The Forest Stewardship Council seeks a future where the true value of forests is recognized and fully incorporated into society worldwide. We promote environmentally sound, socially beneficial, and economically prosperous management of the world's forests, a mission that is expressed to the public as *'Forests for all forever'*.

FSC is, first and foremost, a platform that allows a full range of stakeholders to develop market-based solutions, based in dialogue, that make a difference in forests. Our member-driven, democratic governance model balances the interests of economic, social and environmental stakeholders, giving an equitable voice and due respect to all.

FSC's core activity is a certification and eco-labeling system for forest-derived products that offers buyers the opportunity to support responsible forestry through their purchasing decisions. Since our founding in 1994 FSC has certified over 450 million acres - roughly 10% of the world's productive forests. This success has led to adoption and purchase preference from businesses large and small throughout the world, including hundreds of the world's largest retailers and consumer brands. This core business of certification offers expansion opportunities in a range of related fields that can complement and reinforce certification and FSC's mission.

Similar to many international NGOs, FSC is comprised of multiple legal entities, all working toward common goals. The work of FSC International is complemented by independent



national offices operating in 35 countries. This contract is designed to support the system in total.

Please see <https://ic.fsc.org> for more information.

### **OPPORTUNITY**

FSC is an internationally recognized and well established force in promoting responsible forest management, but has not fulfilled its fundraising potential for several years. This contract is intended to build momentum toward that goal by putting the right thinking and systems in place, supporting innovation and a culture of revenue generation throughout our global network.

Being a platform for solutions at heart, FSC has a history of impact to build from and a strong network of high-level fundraising relationships to leverage. This includes several hundred diverse member organizations, leaders in the forest products industry, foreign aid agencies, corporate key accounts, and many others, positioning an individual with drive, the right skills and a passion for protecting forests for success.

This contract will initiate in parallel with the release of FSC's 2015-2020 Global Strategic Plan, providing clarity in terms of priorities. In addition, a number of [member-approved motions](#) from FSC's 2014 General Assembly offer major program level opportunities in the short-term. These include stronger protections for Intact Forest Landscapes, new solutions for engaging family forests, and the development of better suited methods for engaging community managed forests and indigenous cultural landscapes, among others. These motions, combined with a range of major programs and projects at the global and national levels, necessitate more sophisticated systems of prioritization and management and offer a tremendous opportunity for bringing substantial new revenues into the FSC system.

### **OBJECTIVE**

The global FSC system closes \$3,000,000 in new, strategy-aligned fundraising opportunities within 18 months.

### **SCOPE OF WORK**

- Refinement of global fundraising strategy and tactics in line with the new 2020 global strategic plan, including potential incorporation of new methods of fundraising.
- Fundraising systems architecture development, with a focus on global collaboration, operational efficiencies, and support of program teams, regional offices and national offices.



- Mapping and prioritizing FSC's matrix of needs (programs, innovation, expansion) and potential funding resources.
- Managing the development of winning proposals with cross functional teams, largely relative to high priority, high level opportunities.
- Assist in managing the ongoing cultivation of opportunities in the fundraising pipeline.
- Skill building among FSC's global staff:
  - Helping staff understand and navigate a complex funding environment.
  - Creating an entrepreneurial culture of revenue generation.
  - Training staff in the cultivation of funding relationships and the follow through required to close transactions.
  - Recommendations about needs, opportunities and specific next steps for FSC to continue to build fundraising momentum.

#### **ADDITIONAL REQUIREMENTS**

- Occasional travel, primarily domestic with some international.
- Flexibility to accommodate FSC staff and partners worldwide, often during non-traditional work hours.

#### **QUALIFICATIONS**

- Minimum five years international fundraising experience.
- Experience developing and implementing organizational fundraising strategy.
- Demonstrated success in winning multifaceted grants.
- Experience developing sophisticated fundraising management systems, with a preference for Salesforce CRM experience.
- Strong presence, knowledge and connections within the North American funding community, with a global presence preferred.
- Self-starter, able to work with limited oversight.
- Skillful in integrating into a global team, largely by virtual means.
- Exceptionally strong written and oral communicator.
- Ability to work effectively within a diverse, multi-national environment.
- Additional language skills preferred, especially Spanish.

#### **COMPENSATION**

Negotiated based on skills and experience. Expectation is roughly 60-80% of an FTE.



### **SCHEDULE OF ACTIVITIES**

Request issued	April 28
Proposals due/evaluation begins	May 25
Finalists contacted	June 8
Final selection	June 15
Contract negotiation	June 22
Contract begins	July 1

### **RFQ COORDINATOR**

Ian Hanna, Director of Strategic Development  
[i.hanna@fsc.org](mailto:i.hanna@fsc.org)

### **SUBMISSION OF PROPOSALS**

Please submit an electronic copy of your proposal to the coordinator no later than 5pm Pacific Time on May 25<sup>th</sup>. Describe your qualifications and skills as they directly relate to the objective and scope of work described. Include at least three examples of similar work and describe how they related to this position. Please also provide at least three related references that FSC has permission to contact.

### **SELECTION PROCESS**

Applicants will be reviewed by the coordinator and a committee of FSC staff that represent both FSC International and national offices. Finalists will be interviewed in person and/or via video link.

FSC is committed to contracting decisions based on merit, qualifications, and abilities. FSC does not discriminate in contract opportunities or practices on the basis of race, color, religion, sex, national origin, age, or any other characteristic protected by law. FSC also does not discriminate on the basis of sexual orientation, marital status, veteran status, or disability.

### **INSURANCE**

Applicants must be insured for errors and omissions, as well as general liability.