

## Terms of Reference

### Individual Giving Fundraising Programme Development

#### **Background:**

ActionAid Haiti (AAH) is a member of the ActionAid Federation, which was formed in 2003 when the previously UK-based charity moved its headquarters to South Africa and became a federation focusing on a new mission that increasingly shifting power to the Global South. ActionAid has been present in Haiti since 1997 working with people living in poverty and facing successive natural disasters and political turmoil. AAH works closely and in coordination with local authorities to respond to emergencies while strengthening their governance and supporting community-based organizations by building their capacity and the resilience of the communities we work with.

Our program is focusing on food security, women's rights, education and vocational activities for children and young people is implemented directly by AAH and/or in partnership with local organizations, including youth organizations, peasants' organizations, women-led organizations, and women's organizations in 5 regions in the country: Centre, West, South-East, South, and Grand 'Anse.

To develop and sustain its program, AAH is committed to setting up its individual donor base and increasing its annual fundraising revenue through a strategic individual giving program.

#### **Consultancy overview:**

AAH is seeking a highly specialised Individual Giving (IG) fundraising consultant with extensive and proven experience in building IG fundraising strategies and programmes. This consultancy requires familiarity and knowledge of the Haitian communities abroad, particularly in the US market. We are looking for a dynamic and proactive consultant who can work both independently and collaboratively with team members within AAH and AAUSA to build the programme and provide strategic support to its management at the highest level possible. The consultant will work under the supervision of the AAH Country Management Team (CMT).

#### **Specific duties/responsibilities:**

- Analyze the market for individual giving programs for Haiti particularly in the US market, giving trends and competitor landscape
- Develop an individual giving channel strategy based on internal challenges and the market analysis, outlining the most suitable fundraising channels considering cost-effectiveness, donor reach, and organizational capacity.
- Identify potential operational and market risks associated with the IG program and define mitigation strategies
- Craft a donor relationship management and communication strategy to manage donor interactions and foster engagement for the proposed channels
- Development a comprehensive three-year development plan of the program including monitoring system, appropriate team, skillset and resource allocation required for the program management and execution throughout the three-year period

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#### Key deliverables:

##### Three-Year Individual Giving Program Plan:

- A detailed document outlining the market analysis, IG channel strategy, team structure, donor relation & communication plan, reporting system, expansion plan, and risk management strategies.

##### Individual Giving Program Framework:

- A comprehensive document outlining fundraising goals, annual fundraising calendar, and communication strategies for each chosen channel.

##### Donor Segmentation and Targeting Plan:

- A research-based segmentation plan that categorizes potential donors based on demographics, interests, and giving capacity.
- A detailed plan defining donor segments and corresponding targeting strategies.

##### Donor Stewardship Program Framework:

- A detailed plan outlining strategies for long-term donor relationship management with specific actions for each campaign/channel.
- Opportunities for donor engagement beyond financial contributions (e.g., volunteering, events, impact reports).

##### Measurement and Reporting Framework:

- Identification of key performance indicators (KPIs) for program success (e.g., number of donors, average gift size, donor retention rate).
- Development of a reporting system to track progress on KPIs and provide data-driven insights.

##### Specific requirements and experience to be embodied

- Expertise in building and managing successful individual giving programs for non-profit organizations.
- Expertise and up-to-date knowledge on setting up IG fundraising strategies and programs
- Strong understanding of Haitian community abroad, their motivation and interest in supporting non-profit agendas in Haiti
- Experience in developing compelling fundraising narratives and communication strategies.
- Demonstrated the ability to analyse donor data and identify trends to inform program direction.
- Excellent project management skills to ensure timely and efficient program implementation
- Strong experience in networking and relationships building
- Fluency in English and Creole (written/oral) and excellent knowledge of French is a plus

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#### Reporting

The consultant will submit regular progress reports and a final report summarizing the program development process, deliverables, and recommendations for implementation.

#### Location and conditions:

This position can be based in the United States with strong preference for individuals on the East Coast and the consultant can work from home. The expected time to develop the program is 8 months. We expect the consultant to work part-time for a maximum of 90 days (3 months) split over the duration of the set timeline. Consultant should submit invoices and will be subject to country taxation rules.

#### Selection Process

Shortlisted candidates will be invited to present their qualifications and proposed approach to developing the program. Selection will be based on experience, expertise, proposed methodology, and understanding of AAH- goals. Interested applicants should submit the following:

- 1) Cover letter including suitability for the position, proposed approach and planning, expected daily/monthly rate and current contact information.
- 2) Curriculum Vitae with relevant work experience as stated in the specific requirement section above.

All offers must be submitted by email no later than **June 30, 2024**, to [fabine.mentor@actionaid.org](mailto:fabine.mentor@actionaid.org) and [Eloise.dougere@actionaid.org](mailto:Eloise.dougere@actionaid.org) by copying [angeline.annesteus@actionaid.org](mailto:angeline.annesteus@actionaid.org). Please indicate in ***Individual giving program development*** the mail subject.