



# Request for Proposals

Major Donor Fundraising Coach

The Crisis Centre of BC is seeking proposals from experienced fundraising consultants to partner with us in launching a new Major Donor Fundraising Strategy.

## **About the Crisis Centre of BC**

*We can meet the human experience of suicide and crisis with compassion, respect, and understanding.*

Since 1969, the Crisis Centre of BC has been a vital resource for individuals and communities across British Columbia facing crisis and suicide. Our own programs and services provide opportunities for connection where people are valued and supported to address crisis and suicide. In our advocacy and training work, we are building a crisis care continuum in which our mental health and emergency services meet the human experience of suicide and crisis with compassion, respect, and understanding.

## **The Opportunity**

While the Crisis Centre has a strong history of donor engagement cycle, grant writing, and stable core funding through government contracts and fee-for-service programming, we currently lack a formalized major donor program. We recognize a significant opportunity to diversify our funding, secure the long-term financial stability of the Centre, and deepen relationships with high-capacity supporters to fund our overall operations and strategic priorities.

We are launching a Major Donor Fundraising Strategy, aligned with our fiscal year (April 1, 2025 - March 31, 2026), to build this program. This initiative is a key activity supporting our Strategic Operational Priority to "Secure Financial Stability" by recruiting and retaining high-capacity donors.

## **Consultant Role and Scope of Work**

We have a dedicated internal team, including our Executive Director (Stacy Ashton) and Director of Development & Communications (Jeffrey Preiss), along with an engaged Board of Directors ready to support this initiative. We also utilize a donor management system with over 10,585 contacts and have a robust annual giving campaign cycle with donor cultivation & stewardship, solicitation, and appreciation.

However, we require specialized external expertise in the following areas:

### **Executive Coaching & Engagement Training**

- Provide tailored coaching for our Executive Director and Director of Development & Communications focused on enhancing skills,

confidence, and effectiveness in all phases of major donor engagement. This includes:

- Cultivation strategies and relationship building ("schmoozing" effectively and authentically).
- Strategic communication and active listening techniques.
- Confident and compelling solicitation approaches.
- Stewardship best practices that deepen donor commitment.
- Advise on best practices for engaging major donors, particularly given the sensitive nature of our work, ensuring communications are impactful yet delivered with compassion and respect.

### **Message Development**

- Collaborate with the Crisis Centre team to refine and articulate a compelling case for support specifically tailored for major donors.
- Develop clear, concise, and impactful messaging that effectively communicates the Crisis Centre's funding needs aligned with organizational objectives.
- Provide guidance and training on how to deliver these messages effectively and confidently in one-on-one meetings, small gatherings, and written proposals.
- Advise on tailoring messages to resonate with the specific interests and philanthropic goals of individual major donor prospects.

We anticipate the consultant's primary involvement during mid-point of our implementation plan (summer 2025).

We are seeking a consultant with:

- Proven expertise in major gift fundraising strategy and implementation.
- Extensive experience in executive coaching and training for non-fundraising organizational leaders, with a strong emphasis on communication and relationship-building skills.
- Significant experience in developing compelling fundraising messages and training others on effective message delivery, especially for organizations addressing sensitive issues.
- Ability to work collaboratively and adaptably with our internal team, building capacity and confidence.

### **Project Budget**

The Crisis Centre of BC has allocated \$3000 for this project.

## Next Steps

We invite interested consultants to:

- Submit a brief expression of interest outlining your relevant experience, provide a capabilities overview and examples of relevant coaching/message development work..
- Please also include your proposed approach to the key areas outlined above.
- Please also include your estimated fee structure or range.
- All applications must be submitted as a single PDF document.

**Submission Deadline:** June 22, 2025 at 5pm

**Submission Email:** [applications@crisiscentre.bc.ca](mailto:applications@crisiscentre.bc.ca)

Questions should be submitted to Jeffrey Preiss at [development@crisiscentre.bc.ca](mailto:development@crisiscentre.bc.ca) no later than June 2, 2025 at 9:00am. Questions may be answered directly or as part of a Q&A to all who have submitted questions.

We look forward to hearing from you and exploring a potential partnership to advance the vital work of the Crisis Centre of BC.