



Call for tender

TRAINING ON BOOSTING FUNDRAISING SKILLS

Deadline: 1st May 2023

ECOS Procurement and Purchase Policy

This tender complies with the ECOS Procurement and Purchase Policy adopted by the ECOS Executive Committee, and last updated in October 2021. This policy covers general principles relating to transparency and fairness, value for money, and non-discrimination. It specifies thresholds relating to a competitive negotiated procedure with at least a specified number of candidates either with tender or selection and sets out the procedure to be followed by ECOS.

About ECOS

ECOS is an international NGO with a network of members and experts advocating for environmentally friendly technical standards, policies and laws. We ensure the environmental voice is heard when they are developed and drive change by providing expertise to policymakers and industry players, leading to the implementation of strong environmental principles. More at www.ecostandard.org.

Background

ECOS staff members are expected to support and contribute to the success of the ECOS Fundraising Strategy. The Senior Manager for Partnership and Development (P&D) provide strategic guidance, coordination, and support to the staff. Since 2021 ECOS adopted a 5-years fundraising strategy aiming at building a strategic approach to fundraising and promoting an organisational culture around fundraising. The strategy seeks to steer the fundraising work around three main objectives: new acquisition, affiliation and maximisation, and diversification.

Since its adoption, a positive trend has been recorded, with a significant increase in terms of total growth: from 2M eur to 5M eur in 3 years. ECOS has also achieved a 100% funders retention rate, and higher diversification, especially through the acquisition of new private funders. The objectives of the strategy are long-lasting goals for the organisation and ECOS will continue to invest resources in that.

To build skills and confidence across the staff on fundraising, a few internal training courses have been organised, a few tools have been prepared and implemented, and mentorship is provided to the staff by the Senior Manager P&D. Those efforts have contributed to improving the capacities and confidence of the staff in fundraising, and we look at further increasing them in the long-term.

ECOS staff are expected to:

- With the support and guidance from the line manager, proactively identify and engage with possible new funding bodies across the spectrum – institutions, national governments, members, foundations, and proactively develop new project ideas
- Ensure proper reporting and follow-up funding applications to existing funders
- With the support and guidance from the line manager, manage the relationship with existing donors

Objective of this tender

ECOS seeks to subcontract an external consultant to boost ECOS staff's fundraising skills.

Scope

The **primary objective of the training** is to boost ECOS staff's fundraising skills, and donors' management in the following main areas:

- **Development cycle:** ECOS staff will get an overview of the development cycle from identification and cultivation through stewardship and recognition. They will learn how to develop a case for

support, identify and assess prospective donors, match a donor's priorities and motivations with ECOS mission and goals, structure a successful solicitation, and respond to ethical dilemmas.

- **Building a case for support:** ECOS staff will be able to define and describe the components of an effective case statement, to communicate efficiently ECOS vision, goals, and objectives, to craft an impactful email appeal, and to develop a script for phone solicitation. ECOS staff will also be able to adapt their pitch narrative to the circumstances of each situation. They will be capable and confident in owning their arguments to maximise possible outcomes and be constructively critical in budget (or other project details) negotiation with funders and partners.
- **Storytelling and communications:** ECOS staff will learn how to create connection and motivate action with prospective and current donors.
- **Donors retention/ Donors cultivation and stewardship:** Building successful relations with donors, ensuring good relationship is maintained, being on top of donors development and requirements, high-level negotiations.
- **Proposals development/Proposals ownership:** Leading on new proposals and renewals, successfully inputting content in new proposals and renewals, writing successful project proposals.
- **Donors maximisation:** building capacities and confidence in identifying spaces and hints for opening new conversations about new funding, with existing funders.

Tenderers are welcomed to suggest further training areas, as long as they aim to meet the organisational needs.

The training will involve a regular coordination with the Senior Manager for Partnership and Development (P&D), through as a minimum a kick-off meeting, an interim meeting, and a final meeting with the subcontractor. The training is intended to reach 36 ppl, counting as the whole staff of the organisation.

Timeline

ECOS seeks to subcontract external consultants with training and fundraising expertise **for a training module, to take place at the end of September 2023, in Brussels.**

Budget

The budget available for this work is in a range of 10.000€-14.000€ (including VAT), and all other costs will be incurred by the subcontractor. Note that sub-contracting is accepted in cases where a delivery team involves individuals from different institutions or organisations. In this case, the lead tenderer retains responsibility for legal and financial arrangements for any sub-contracting.

Tender preparation

Tenderers are requested to submit a proposal **by 23:59 CET 01st of May 2023 to info@ecostandard.org** outlining:

- Their motivation and commitment to support the delivery of this training
- A brief description of the tenderer's understanding of the tasks to be delivered and outline of their training plan, timeline, and expected impacts
- Budgeting for each element of the work and proposed payment schedule
- Examples of previous work with a similar scope and main achievements
- Biographies and time commitment of the key staff delivering the work

Required qualifications

- Experience (training for) fundraising and donors' management
- Experience in supporting organisations during re-organisation and working culture transition
- Experience in training and capacity building for staff with different level of knowledge on the training topic

Tender Assessment

Assessment of the tenders will be made using a weighted multi-criteria approach.

The award criteria are:

- 70% quality (qualifications, relevance of the application, quality of the deliverables) and
- 30% price.

Only shortlisted tenderers will be contacted.

The fact of publishing a procurement procedure does not oblige ECOS to award the contract to a tenderer simply because its tender fulfils those criteria. It also reserves the right to decide not to award the contract to any tenderer and to cancel the procedure at any time before award.