

## **Baptist Community Ministries Fund Development Consulting Initiative**

### **Purpose:**

The Fund Development Consulting Initiative (FDCI) is an in-kind grant program funded by Baptist Community Ministries (BCM) to provide capacity building and fund raising consulting services to nonprofit organizations in the five-parish area of greater New Orleans, Louisiana.

### **Policy:**

The Initiative provides professional organizational and fund raising consultation to qualified nonprofit organizations located in the five-parish area of greater New Orleans. To qualify for participation, nonprofits should be (a) legally organized as 501-c-3 tax-exempt entities, (b) five years old or more, (c) offer sustained charitable services to the community, and (d) have the potential to gain from consultation. FDCI staff will report periodically to the Grants Committee on the status of all approved projects.

### **Procedure:**

Application Timing. Interested, qualified, nonprofit entities may apply for fund raising consultation by submitting a completed letter proposal to the Initiative. Completed requests for consultation may be submitted to BCM twice yearly between September 1-15th and/or March 1-15th. The applicant will be notified of approval by November or by June of each year following the respective application window.

#### Application Procedure.

1. The organization requesting consultation should complete the Fund Development Consulting Initiative Application and provide a letter proposal of no more than two pages in length outlining the desired fund raising consulting services (see services offered). **(PLEASE SEND THE ORIGINAL AND FOUR COPIES OF THE APPLICATION AND LETTER PROPOSAL.)**
2. All proposals should include the background of the organization, highlighting a brief history, services offered, population targeted, a brief description of the current development staff and programs, fund raising history for the past three years, summarized operating budgets (revenues and expenses) for the last three years, and a description of the volunteer/trustee structure and its role in fundraising, **ALONG WITH A LIST OF THE CURRENT BOARD OF TRUSTEES/DIRECTORS.**
3. The proposal should articulate why the organization requests the specified services and what it hopes to gain as a result.
4. Part of the initial process is a preliminary assessment by the Initiative staff to determine the appropriateness of the services requested. **If your organization is currently using or planning to engage paid professional fundraising counsel within six months of the date of this application, please furnish us with the name of the independent consultant or firm and briefly describe the (anticipated) services.**
5. Applicants will be notified in November or June of each year if a proposal has been denied. If the proposed consultancy is approved by the Grants Committee, the Initiative staff will design a tentative evaluation model for the client, inform the client of the project approval and coordinate work schedules and deliverables.
6. A written agreement between BCM and the participating organization will be completed prior to commencing the project that specifies the consulting services to be delivered and the period for the work.

## Services Offered:

- Feasibility Study with a Plan of Action—A feasibility study is a focused market test of potential fundraising success and gift capacity prior to a capital campaign or a special major gifts program.
- Development Audit with Plan of Action---A development audit is an examination of the internal capacity of an organization to conduct a capital campaign or it is an assessment of the professional development staff in terms of adequacy relative to the potential of the organization prior to a campaign. Audits may also be conducted following a major gifts or capital campaign in order to assess the capacity of the organization in light of future advancement ambitions.
- Mid-Campaign Assessment with Plan of Action---A Mid-Campaign assessment evaluates the capacity of an organization to successfully redirect efforts in the middle of a stalled capital or major gifts campaign.
- Institutional Marketing and Plan of Action---A marketing assessment examines the impact of an organizational message on a target audience, the status of organizational recognition with key constituencies, or the clarity of the image of an organization.
- Board Development---Board development is intense consultancy that engages the Board of an applicant organization as an essential component in a major campaign. The program can include retreats and staff workshops.
- Capital Campaign Counsel---Capital campaign counsel provides flexible advice on topics ranging from pre-campaign phases through advance gifts and campaign wrap-up.
- Long Range Development Program---Long range development efforts focus on the process of identification, cultivation and solicitation systems to support the long range development of the organization.
- Case Development---Consultation regarding the development of a compelling case statement as the cornerstone for a future campaign is provided.
- Team Building---Team building services include the design of job descriptions, appropriate salary ranges, recruiting strategies and candidate identification strategies to build a sound development team.
- Continuing Focused Education---Seminars in a wide variety of advancement related topics are available.

**Baptist Community Ministries  
Fund Development Consulting Initiative  
Application**

**Applicant Completes This Section (Please Print)**

Service(s) Requested _____
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Name of Organization	Phone Number
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Address of Organization	City/State/Zip
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Purpose of Grant Request  
(Attach summary of no more than two pages.)

I certify that this in-kind grant is solely for the use of the organization named and will be used only for the purposes listed above.

Name of Organization's Representative (print)	Title
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Signature of Organization's Representative	Date
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**This Section Is For Use By Baptist Community Ministries**

Date _____	Approved In-Kind Grant _____
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Signature of FDCI Senior Consultant \_\_\_\_\_

Signature of BCM President \_\_\_\_\_

Instructions: Applicant completes top portion of this form and mails it to BCM, Fund Development Consulting Initiative, 400 Poydras St., Suite 2525, New Orleans, LA 70130-3257.