



Blue Planet Foundation
Request for Proposal (RFP)

Fundraising Capacity Analysis

Release Date: January 20, 2020

Questions: info@blueplanetfoundation.org

DEADLINE EXTENDED

Fundraising Capacity Analysis RFP

SUMMARY

After more than a decade of helping to change the clean energy conversation in Hawaii, Blue Planet Foundation (blueplanetfoundation.org)—a 501(c)(3) nonprofit organization—is seeking to expand its impact, reach, and financial sustainability.

Since launching in 2008, Blue Planet Foundation has been a leading advocate and community voice on clean energy and climate action in Hawaii. In 2015, we led the campaign to pass the nation's first 100% renewable energy mandate—a goal numerous other states have since adopted, several using the same target date originally set by Hawaii: 2045.

Hawaii's leadership on clean energy has gained national and international attention. Sharing Hawaii's success and Blue Planet's role in creating progress have the potential to amplify our impact and chart a course for new growth and exposure for our brand. Blue Planet's mission—to clear the path for 100% clean energy—has always been global. Our work is guided by our theory of change: We believe that Hawaii is a model of clean energy progress that can inspire and catalyze climate solutions globally.

Our climate change challenge requires unprecedented global action if we hope to avoid the most catastrophic effects of a warming planet. Blue Planet Foundation has always understood its work in this context. Embodied in our mission is the desire to make Hawaii an example of clean energy progress so that we can demonstrate that the transition to 100% renewable energy is possible and prosperous. Over the course of our first decade of action, we have had a significant influence on Hawaii's clean energy trajectory while establishing ourselves as an innovative, bold, and effective public nonprofit organization. We now look to expand our efforts beyond Hawaii to extend this impact while providing transformative growth opportunities for the organization.

FUNDRAISING BACKGROUND

Since launching in 2008, Blue Planet Foundation has grown from infancy, when a single benefactor (our founder) provided a vast majority of its funding, into adolescence, with nearly 60% of funding now coming from diversified sources. Our board of directors hopes to diversify our funding and increase our financial independence even further. Within a two- to four-year timeframe, we are aiming to double, or triple, our operating budget (currently hovering between \$1.2 and \$1.4 million) and bring our founder's contribution to less than 15% of total revenue.

As a small team of nine, this is a daunting goal. We are looking for strategic and creative fundraising ideas, analysis, and research to take Blue Planet Foundation to the next level.

TIMELINE

RFP Release Date	January 20, 2020
Submissions Due (EXTENDED)	February 7, 2020, February 14, 2020 , 11:59 HST
Notification of Decisions	February 14, 2020, February 18, 2020
Expected Project Start	Mid-February
All Work Complete	Mid-April

PROPOSED SCOPE

We are open to ideas for the execution of this analysis and want to allow leeway in the proposals for unique approaches. We are interested in the following aspects, but respondents should feel free to propose additional or alternative elements.

Audit of current fundraising activities, strategies, and challenges

- Review and analysis of Blue Planet’s current funding sources, and fundraising and stewardship activities.
- Review and analysis of Blue Planet’s fundraising challenges and recommendations for addressing each.
- Confidential interviews with key stakeholders (e.g., board of directors, staff, top donors, current and prospective funders, or others).

Assessment of trends in fundraising / philanthropy related to climate and clean energy—including nationwide and globally

Two- to four-year fundraising strategy for achieving organizational growth goals

- What are Blue Planet’s best opportunities and prospects for transformative funding?
- While our team is small, how should Blue Planet prioritize its fundraising efforts?
- Staffing recommendations for recommended activities.
- Proposed timeline and work plan for recommended activities.

PROPOSAL REQUIREMENTS

Proposals are due on February 14, 2020, at 11:59pm HST to info@blueplanetfoundation.org. Proposals should not exceed five pages (plus one cover page).

Cover page (maximum one page): Please list names and contact information of primary team members.

Proposal (maximum five pages) should include:

1. Summary of proposed approach
2. Work plan (including proposed deliverables and timeline)
3. Qualifications of key team members
4. What makes your firm the right fit for us?
5. Budget. We are somewhat flexible and would like to see budgets that reflect your unique approach to completing the scope of work. You are welcome to provide more than one scope and budget.

The following documents will not count toward the page limitation:

6. One to three examples or case studies of relevant past work (may be sent as links)
7. Resume of each key team members