



REQUEST FOR PROPOSAL: Fundraising and Development Plan

This Request for Proposal (RFP) is soliciting written proposals from professionally qualified contractors to provide services to Patapsco Heritage Greenway, Inc. (PHG), for the creation of a five-year fundraising and development plan.

Mission

PHG's mission is to preserve, protect, interpret and restore the environment, history and culture of the Patapsco Valley.

Organization Overview, Rationale and Outcomes

As the non-profit managing organization for the Patapsco Valley Heritage Area (PVHA) and as a local watershed organization, Patapsco Heritage Greenway (PHG) is dedicated to preserving, protecting, interpreting, and restoring the environment, history, and culture of Maryland's Patapsco River Valley for all. PHG's programs emphasize environmental stewardship, historical, cultural and environmental interpretation, heritage tourism, outdoor recreation, and arts and cultural initiatives. PHG's staff includes an Executive Director, Director of Environmental Programs and Engagement, Heritage and Water Quality Program Managers and Community Programs, Watershed Engagement, and Marketing Coordinators who work together to create synergies across program areas. PHG has a 20 member board of directors with diverse experiences and backgrounds. PHG plans and leads over 100 free community programs annually. The fundraising plan aims to help us expand our existing funding/revenue streams while also exploring potential new opportunities in support of our watershed programs, which highlight the Patapsco watershed's diverse human and natural communities past and present.

PHG currently draws on a diverse range of funding sources, including federal, state and local grants, private foundation grants, corporate and local business sponsorships, groups/fee-for-service programs, individual donations/membership, contracts, annual appeal, and fundraising events. PHG uses Hootsuite for its Facebook and Instagram marketing and communications (over 7000 followers), Constant Contact for email marketing (over 6000 contacts), and conducts a range of digital, print and collateral marketing, advertising and promotion. PHG uses Little Green Light as its donor management software while PayPal provides payment processing via our website. PHG seeks a fundraising and development consultant to assess our current revenue streams and complete a fundraising and development plan for the organization with recommendations for future course of action. The plan will assist the organization with targeted fundraising and grant-writing efforts, ensuring that our small yet flexible organization will continue to serve the local community in maintaining a healthy watershed through programs that emphasize behavior change, knowledge expansion, and individual and collective action.

PHG expects the consultant to determine key funding focus areas among our current sources while also identifying new funding opportunities. The consultant will engage with PHG's board

and staff and produce a development plan that will serve as a tool to strengthen our organization through focused fundraising and grant writing. In addition to PHG staff, the board's development and executive committees will be available to the consultant and will assist with implementing plan recommendations.

We seek an experienced consultant, with a preference that they are based locally/regionally in the mid-Atlantic, to examine our current fundraising and development model, provide recommendations, and author a development plan in consultation with staff and board that will strengthen the organization and help us focus on our mission to steward the natural and cultural resources of the Patapsco Valley and educate the broader public.

SCOPE OF SERVICE

The purpose of this project is to:

1. Assess the organization's current and potential future revenue sources
2. Create a 5 year fundraising and development plan

The Fundraising and Development Plan will include:

1. An assessment of the organization, including existing funding resources and institutional capability and capacity
2. A brief history and vision of the organization that affirms our mission and direction
3. Funding and relationship goals and strategies, relationship building strategies, board development strategies and solicitation strategies for diverse audiences/funders
4. Measures and benchmarks of success
5. A sustainable process for the organization, including training and coaching and implementation of procedures
6. Timeline and budget

DELIVERABLES

Deliverables will be reviewed and accepted by PHG and Board of Directors. Deliverables will include, at a minimum, the following:

- Interim briefing for feedback on plan direction
- Draft plan
- Final plan incorporating necessary revisions

All deliverables will become the property of PHG.

PLANNED SCHEDULE

Activity	Date
Deadline for proposals	3/6/2026
Notify finalist	3/20/2026
Contract signed by both parties	4/1/2026
Draft plan completed	8/19/2026
Final plan completed	9/30/2026

COMPENSATION FOR SERVICES

PHG will expend appropriate funds for completion of a development plan. Each contractor's bid should include all fees and expenses.

SUBMISSION REQUIREMENTS

Applicants shall submit a proposal that includes:

1. Title page with the request for proposal subject, name of firm or lead contractor, address, telephone numbers, email, contact person and date of submission.
2. Profile of the contractor must include:
 - a. References for which the contractor has provided comparable contractual services to those specified in the RFP.
 - b. A summary and samples of the contractor's work on similar projects.
3. A work plan and timeline that incorporates the scope of services outlined.
4. Project fees must include a line item project expense budget indicating all costs for carrying out the proposed work.

Issue Date: 2/6/2026

Closing Date: 3/6/2026

Submission: Email Proposal to info@patapsco.org