



FINEARTS SOCIETY

REQUEST FOR PROPOSALS: FUND DEVELOPMENT STRATEGY REFRESH

PROJECT OVERVIEW

The Sooke Fine Arts Society is seeking proposals from qualified fundraising professionals to update and further our current fund development strategy and processes.

The project will create a 5-year fund development strategy that adapts our current tactics and aligns with innovation and best practices in fundraising to create a multi-faceted, workable framework that will develop existing and create new revenue streams with the goal of enhancing our organization's financial stability.

This project is funded by the Government of Canada through the Community Services Recovery Fund.

Project budget is **up to \$30,000**

Proposals due: **October 16, 2023, 5:00pm PDT**

Project start date: **November 1, 2023, completion by March 31, 2024**

Visit sookefinearts.com/about-us/#rfp for project details, eligibility, and proposal guidelines.

Please submit proposals to:

Sooke Fine Arts Society - Fund Development Strategy Refresh

Email: sfas@sookefinearts.com

Inquiries: 250-642-7256

ABOUT THE SOCIETY

The Sooke Fine Arts Society is a not-for-profit, registered charity created to encourage and promote a greater understanding and appreciation for the arts. The Society organizes the annual Sooke Fine Arts Show, just completing its 37th year. The annual art show, held the end of July and early August of each year, is Vancouver Island's premier adjudicated art show. It brings thousands of artists, volunteers, visitors, and art patrons together in a 10-day celebration of the arts.

PROJECT SCOPE & BUDGET

The project will create a 5-year fund development strategy that adapts our current tactics, utilizes our engaged volunteer base, and aligns with innovation and best practices in fundraising. The outcome will be a multi-faceted, workable framework to develop existing and create new revenue streams with the goal to enhance our organization's financial stability.

We anticipate the project will take up to five months, with a completion date no later than March 31, 2024.

The budget for this project will be in the range of \$25,000 to \$30,000 and will include professional services fees (fundraiser and graphic design), materials and supplies (promotional material, printing costs), training costs (materials and meeting space rental).

BACKGROUND INFORMATION

The Sooke Fine Arts Society (SFAS) is a not-for-profit registered charity created to encourage and promote a greater understanding and appreciation for the arts, as well as hosting public learning opportunities to demonstrate artistic technique and expertise. SFAS also offers an annual student scholarship for students in School District 62 Sooke.

Our mission is to foster the role art plays in the region's heritage, culture, economy, and community spirit. We do this by broadening exposure and marketing opportunities for artists living and working on Vancouver Islands and BC's coastal islands up to and including Haida Gwaii. We aim to engage a large cross-section of participants of all ages, from youth to seniors, in support of our community's cultural vibrancy. Additionally, we work to increase awareness of the social and economic spin-off of the cultural sector to tourism, business, and the community in general. Over 300 volunteers are essential to the set up and operation of the annual Sooke Fine Arts Show, our major event.

GOALS

The Fund Development Strategy Refresh project will ensure that Sooke Fine Arts Society (SFAS) is using the most up-to-date tools and processes to secure the viability of the organization in a responsible and sustainable manner to allow us to continue to host the Sooke Fine Arts Show and other educational ventures that ultimately support the arts and artists in our region.

Specifically, the goal is to:

- increase our organization's funding base by 50%, using a diverse, longer-term framework to improve the organization's financial sustainability.

PROJECT DELIVERABLES

The proposed project will develop long-term strategies relating to digital fundraising, CRM and database management, and stakeholder engagement. These strategies will be implemented by leveraging existing tools and gaining tools that are new to SFAS, including online fundraising platforms, virtual event capabilities, and an enhanced online capacity for e-commerce.

The project will also deliver strategies and targets such as, but not limited to, opportunities for increased community engagement through digital outreach, major gifts and bequests, events, and ideas for additional potential revenue streams.

A key element of the project will be to refine our current sponsor levels and benefits structure and redevelop our sponsorship benefits package for sharing with potential sponsors.

SELECTION CRITERIA

Selection will be determined through a review of proposals by a selection committee of board members and staff.

The successful respondent will:

- demonstrate the education, experience, and qualifications to deliver the required services
- specify expertise in providing fundraising strategies specifically for not-for-profit organizations
- have a minimum of two years working in the fundraising field
- provide references from past clients for similar projects
- provide a detailed project budget to fit within the specified overall budget
- outline their project management approach, including processes, resources management, project delivery timelines
- have experience using fundraising software e.g. GrantStation

TIMELINE

- Request for RFP: September 18, 2023
- Deadline for proposal submissions: 5:00pm PDT October 16, 2023
- Submission review by committee: October 17 – 25, 2023
- Notification of project award: October 30, 2023
- Project start: week of November 1, 2023
- Project completion: March 31, 2024

PROPOSAL PACKAGE & SUBMISSION INFORMATION

The RFP is posted on our website: sookefinearts.com/about-us/#rfp and can be downloaded from there.

All proposals must be received by **email by 5:00 pm PDT, October 16, 2023**, in pdf format, and must be clearly marked RFP-Fund Development Refresh Project.

To submit proposals or for further information, please contact:

Terrie Moore, Executive Director
Sooke Fine Arts Society
sfas@sookefinearts.com
250-642-7256