REQUEST FOR PROPOSALS

Strategic Fundraising Plan

Introduction

Indiana Land Protection Alliance (ILPA) invites qualified consultants and consulting firms to submit proposals for the development of a Strategic Fundraising Plan that will guide the organization's philanthropic growth over the next five years. This Request for Proposals (RFP) outlines the scope of work, desired qualifications, submission requirements, and selection process for this engagement.

ILPA seeks a consultant with demonstrated experience in nonprofit fund development, strategic planning, and the conservation sector or similarly mission-driven sectors. Preference will be given to consultants with experience working with state-wide organizations. The selected consultant will work collaboratively with ILPA's Board of Directors and staff to develop an actionable fundraising strategy that strengthens the organization's long-term financial sustainability while recognizing ILPA's unique role as Indiana's statewide alliance of nonprofit land trusts.

Overview of ILPA

ILPA is a nonprofit organization that champions land and water protection by uniting, empowering, and elevating Indiana's land conservation community. Collectively, our nonprofit members have conserved more than 176,000 acres of the state's most significant natural, agricultural, and cultural landscapes. ILPA provides statewide leadership and coordination, serving as a trusted convener, advocate, and capacity-builder for Indiana land trusts and conservation partners. This collaborative approach allows the organization to strengthen local initiatives and advance a shared vision for conservation across the state.

Unlike many nonprofit organizations, ILPA serves as a network of nonprofit organizations that are also actively fundraising to support their individual missions. As a result, ILPA's fundraising strategy must be thoughtfully designed to complement the fundraising efforts of its member land trusts while demonstrating the value of investing in statewide conservation leadership and capacity building.

ILPA recently adopted an ambitious five-year Strategic Plan that outlines a vision for expanding programs, strengthening organizational capacity, advancing statewide conservation initiatives, and ensuring the long-term sustainability of the organization. Developing a Strategic Fundraising Plan is a critical next step in implementing that vision.

Project Goals & Scope of Work

Project Goals

The selected consultant will develop a comprehensive fundraising strategy that:

- Diversifies ILPA's revenue portfolio
- Builds long-term financial sustainability
- Strengthens organizational fundraising capacity
- Expands relationships with individual, corporate, and foundation supporters
- Establishes a framework for major gifts and planned giving
- Supports implementation of ILPA's Strategic Plan
- Respects the unique fundraising dynamics of a statewide alliance serving nonprofit member organizations
- Meets the organization's current staff and resource capacity

Project Scope

The selected consultant will provide a comprehensive Strategic Fundraising Plan that establishes a clear roadmap for ILPA's philanthropic growth over the next five years. The final plan should include the following:

Organizational Assessment: The consultant should conduct a comprehensive assessment of ILPA's current fundraising program, including existing revenue sources, development systems and practices, donor engagement, communications and fundraising materials, board engagement, organizational capacity, and CRM/fundraising infrastructure. The consultant should identify organizational strengths, opportunities, and recommendations for future growth.

Stakeholder Engagement: The consultant should engage key stakeholders through interviews or facilitated discussions, including Board members, staff, selected member land trusts, and key partners and supporters, as appropriate. Stakeholder engagement should help ensure the fundraising strategy reflects ILPA's unique role within Indiana's conservation community.

Revenue Diversification Strategy: Recommendations for expanding and strengthening multiple revenue streams should be included, with a focus on:

Individual Giving – Strategies to support:

- Annual giving
- Major gifts
- Donor cultivation
- Donor stewardship
- Prospect identification

Planned Giving – Recommendations for launching a planned giving program, including:

- Legacy giving strategy
- Planned giving communications
- Long-term donor stewardship

Corporate Partnerships – Recommendations for expanding corporate support through:

- Sponsorships
- Strategic partnerships
- Conservation leadership investments

Foundation Support – Strategies for strengthening foundation relationships and pursuing long-term philanthropic investments that align with ILPA's strategic priorities.

Membership Growth – ILPA is interested in expanding engagement beyond its current nonprofit land trust membership. The consultant should evaluate opportunities to develop additional membership or partnership categories for mission-aligned organizations. Recommendations should address membership structure, benefits, investment levels, value proposition, revenue potential, and implementation recommendations. Mission-aligned organizations could include:

- Other conservation organizations
- Outdoor recreation organizations
- Agricultural organizations
- Businesses
- Other organizations that share ILPA's mission

Board Engagement – Recommendations for strengthening the Board's role in philanthropy, including:

- Fundraising expectations
- Training opportunities
- Major donor engagement
- Ambassador responsibilities
- Governance best practices

Systems for Organizing and Reporting Fundraising Progress: Recommended systems and processes for tracking fundraising activity, managing donor information, and reporting progress to leadership and the Board should be included.

Actionable Strategies, Benchmarks, and Timelines: Recommendations should be concrete and implementable, with clear benchmarks and realistic timelines that allow ILPA to measure progress and adapt as needed. Annual fundraising priorities and revenue projections will be important components of the plan.

Roles and Responsibilities: The plan should clearly delineate fundraising responsibilities across the organization, including designated roles for the Board of Directors, Executive Director, staff, and any volunteers or other stakeholders.

Final Presentation: The consultant will be expected to present the final plan to ILPA's Board of Directors and staff.

Additional Components (Preferred)

ILPA strongly encourages the following to be incorporated into a proposal where feasible:

- Funding Scan: A review of the current landscape of funding opportunities relevant to ILPA, including foundations, government sources, and other prospects aligned with land conservation and statewide nonprofit work in Indiana.
- Software and Platform Review: An assessment of fundraising software and donor management platforms that could support ILPA's operations, with recommendations suited to the organization's size, capacity, and budget.

Budget

ILPA has allocated a budget of $25,000 for this engagement. Proposals should clearly outline how proposed work will be accomplished within this budget. Tiered approaches will be considered, if appropriate.

Desired Qualifications

ILPA seeks a consultant or firm that brings relevant expertise and a collaborative approach to this work. Ideal candidates will demonstrate:

- Relevant nonprofit fundraising experience
- Experience working with statewide organizations and/ or conservation-focused nonprofits
- Familiarity with land trusts and the conservation sector
- A collaborative, partnership-oriented working style
- Strong communication skills and an ability to translate complex strategies into clear, actionable steps

How to Apply

Interested consultants or firms are invited to submit a proposal to:

Connor Waddell
cwaddell@protectindianaland.org

Proposals must be received by August 3, 2026 to be considered.

Proposals should include the following:

- A description of your proposed approach to developing ILPA's Strategic Fundraising Plan
- A proposed budget and timeline for completing the work
- Relevant project examples or case studies
- Professional references

Selection Timeline

The selection process will progress along the following timeline:

- Proposal submission deadline: August 3, 2026
- ILPA will review all proposals and contact qualified candidates to participate in an interview
- Final selection will be made shortly following interviews

We appreciate your interest in partnering with us on this important work and look forward to reviewing your proposal.