



Request for Proposals for Interim Major Gift Officer

November 4, 2021

Project Summary

Chicagoland Habitat for Humanity seeks a nonprofit major gifts consultant to serve as our Interim Major Gifts Officer. This individual would be responsible for working with five of Chicagoland Habitat for Humanity affiliates to create a sustainable individual giving program, focusing specifically on major gifts.

Who We Are

Chicagoland Habitat for Humanity (CHFH) is a support organization for the eight Habitat for Humanity affiliates in the Chicagoland area seeking to significantly increase the number of families served in the region. There is a staggering need for housing support in the Chicago metro area and an opportunity for Habitat to do even more than we do today. CHFH was founded to leverage capacity building, growth, marketing and advocacy by working in collaboration with the eight affiliates across Chicagoland.

In addition to building and remodeling homes, Habitat offers a home repair program, a home painting program, and Habitat ReStore locations. Our ReStore locations provide donated overstock and second-hand items like furniture, appliances, home decor and building materials—all at 50%-80% off the original retail value. Proceeds from ReStore are invested back into Habitat's work.

Habitat's "hand-up not a hand-out" approach asks every partner family to invest sweat-equity hours to build their home and volunteer with us.

New Program Developments

Historically, each Habitat for Humanity local affiliate, Habitat for Humanity International, and Chicagoland Habitat for Humanity ran their own direct e/mail programs. In 2018, our region joined a pilot program to roll up all direct e/mail through Habitat International, with a prorated sharing of revenue and expenses. As part of that pilot, Habitat for Humanity International agreed to run all new donors located in this region through a wealth-screening database, and share potential high net worth donors with the local affiliates for them to pursue. However, at this point, many of the affiliates do not have the staff in place or bandwidth to cultivate those high net worth prospects. Chicagoland Habitat stepped in to assist with the initial outreach to these donors and to serve as a bridge until affiliates had the bandwidth to take on these functions.

What We Need

We require traditional Major Gift Officer services, as well as virtual affiliate coaching and support in order to manage the incoming high net worth prospects. By the end of the consulting engagement period, affiliates must be comfortable in next steps to create their own sustainable annual giving systems.

We need assistance in these major categories:

- Initial outreach to Major Gift Prospects
- Defining a Major Gift Prospect Cultivation Process
- Determining Top Prospects
- Cultivation and Solicitation Coaching of Affiliate Leaders

We require direction on and assistance with:

1. Responding to the pipeline of prospects coming into the region from the HFHI direct mail/prospect screening system with outreach and engagement.
2. Advancing individual major gift efforts through the development of a suggested framework for donor relationship development which can be applied to new prospects or existing individual donors.
3. Helping affiliates determine which prospects have the most potential for more targeted cultivation.
4. Enhancing the current annual giving programs by supporting affiliate leaders in their implementation efforts throughout a defined coaching period.

Project Timeline

We would like to engage a consultant as soon as possible, and work with them through the end of our fiscal year, June 30, 2022 at an estimated 15 hours/week. At that time we anticipate taking stock of progress and determining next steps, including whether the contract should continue as is, be modified or conclude.

Proposal Submission Requirements

- Proposed Deliverables
- Biographical information on the individual(s) working most closely with us
- Detailed information on fees and costs, including reimbursement expectations (travel, etc.)
- Please submit via email to [Sarah Brachle Wagner](mailto:Sarah.Brachle.Wagner) by November 15, 2021. As this is a unique contract, we are happy to schedule a call to answer questions and provide more information to inform the proposal creation.