

## Request for Proposal – Environmental Education Development Consultant | December 15, 2020

### Project Overview:

The Escondido Creek Conservancy (Conservancy) is seeking an Environmental Education Development Consultant to develop and implement a fundraising campaign and generate an endowment to support the Conservancy's outdoor education programs.

Based in San Diego County's northern region, the Conservancy incorporated in 1991 to preserve and restore the Escondido Creek watershed. Originally, the primary focus of the Conservancy's efforts centered on land acquisition and management. The education department was established more recently in 2009 and operated without any dedicated staff until 2014. As a more nascent branch of the Conservancy, there are abundant opportunities to build a robust donor base for the Conservancy's education endeavors.

The Conservancy's education department currently implements a variety of outdoor education programs and initiatives for thousands of schoolchildren and adults every year. The majority of these are grant-funded for one year (or school year), with no guarantee that funding will be procured beyond any given grant cycle. The Environmental Education Development Consultant will be tasked with developing and implementing a fundraising strategy for the Conservancy's education department.

### Project Purposes:

- Strengthen the financial sustainability of the Conservancy's education department
- Create an education endowment to support the Conservancy's work

### Project Assets:

- The Conservancy's education department is well-respected and known for delivering professional, high-quality outdoor education programs and events
- The Conservancy's outdoor education staff, and education advisory committee members, will be available to the consultant to help develop and implement the campaign; the education team consists of an Education Director (full-time), Education Manager (full-time), and three seasonal staff
- The Conservancy's social media will be available to help support campaign messaging
- A Conservancy donor has offered a substantial gift as a match to kick-start the campaign

### Scope of Work:

- Develop and implement a fundraising plan for the Conservancy's education department
- Grow the education department's donor base
- Identify new grant opportunities to support education programs
- Raise funds in 2021 for a new endowment that supports the Conservancy's education department
- Raise funds in 2021 to sustain the Conservancy's *California Statewide Outdoor Learning* ([www.californiasol.org/about](http://www.californiasol.org/about)) campaign
- Coordinate efforts with the Conservancy's education team and the Development Associate

### Current Roadblocks and Barriers to Success:

- The COVID-19 pandemic presents a variety of complications such as altered programming, restricted in-person meetings, strained financial resources among donors and corporate sponsors, and more
- The majority of the Conservancy's current donor base has traditionally provided much greater support to land campaigns than to education campaigns; this project will require the consultant to introduce the Conservancy to entirely new potential donors
- The Conservancy's current donor base is predominately limited to the local region

### Budget:

- \$50,000 will be awarded to the consultant/firm with the most favorable proposal, to be allocated through periodic progress payments

### Submission Deadline:

- January 17<sup>th</sup>, 2021

**Project Duration:**

- February 1<sup>st</sup> – December 20<sup>th</sup>, 2021

**Submission Requirements:**

- Must have fundraising experience in education, youth programs, and/or children's health
- Must have excellent interpersonal communication and strategic thinking skills
- An extensive network is a plus
- Email your proposal, references, and examples of your work to Education Director, Simon Breen:  
[simon@escondidocreek.org](mailto:simon@escondidocreek.org)