



FRANCISCO PARK
— CONSERVANCY —

Post Office Box 475035
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www.FranciscoPark.org

REQUEST FOR PROPOSALS for FUNDRAISING CAMPAIGN MANAGER

Contact: Questions regarding this solicitation should be directed to:
Marc Meyer
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Due Date: Proposals must be received no later than Friday, August 11, 2023

Introduction:

Francisco Park Conservancy (FPC) is looking for a senior-level fundraising professional to plan and lead our Legacy Campaign. The ideal candidate would demonstrate an entrepreneurial and innovative approach in design of campaign strategy and excel in working in collaboration with nonprofit leadership and committee members. We require a self-starter who can not only lead high-level strategy but also is accomplished at driving deliverables to timely completion within budget.

Background

Francisco Park Conservancy was formed in 2014 to drive public support and raise funds for the creation of a new San Francisco park on the site of the unused Francisco Reservoir. Working in partnership with the San Francisco Recreation and Parks Department, the Conservancy raised \$28M and participated in the park design. Francisco Park opened in April 2022 and the Conservancy continues to drive community engagement and fund a portion of the operation and maintenance expenses of this new Russian Hill landmark.

The Conservancy recently launched a Legacy Campaign with the goal of raising a \$6M reserve that will fund our portion of the park's operating expenses for the next 15 – 20 years. To date, we have raised \$1.5M toward this campaign goal from our existing donor base, but we believe that we need to identify and cultivate new donors to reach the campaign goal. The Legacy campaign is targeted at high-end existing donors and new prospects and will complement our annual Stewards Program that serves to increase awareness, encourage community use of Francisco Park, and drive support of the Conservancy itself.

Project Description:

The Fundraising Campaign Manager will work with FPC Board, Fundraising & Communications Committee, and Administrative Consultant to plan, execute, and administer our Legacy Campaign aimed at higher-end donors.

- Build a strategy and multi-year outreach plan for raising the final \$4.5M toward a \$6M campaign goal. The goal can be reached by closing existing park recognition opportunities (Main Lawn, Elevated Walkway, and 6 dog park benches) as well as obtaining additional donations and pledges.
- Identify and cultivate prospective donors, including individuals, foundations, and corporations. Guide board members in solicitation.
- Lead the execution of the campaign during the consulting engagement.
- Leave FPC with a clear, sustainable action plan for continuing with the Legacy Campaign after the consulting engagement is over.
- Train and prepare FPC board members for fundraising outreach.
- Consultant will attend fundraising committee and board meetings as needed throughout the scope of the project.

Timeline:

The engagement begins in September 2023, and is expected to last 18 – 24 months or until the campaign goal is met.