

Introduction

The Pacific Library Partnership (PLP) is looking for a fund development consultant to work with San José Public Library's adult literacy program, Partners in Reading, to lay the foundation for an individual donor campaign to develop a new renewable, sustainable revenue stream to support the program. The model developed through this project will be shared with other California library adult literacy programs that may wish to implement a similar project.

Background

Forty-five percent of adults in San José have difficulty performing functional tasks that require reading and writing. Sixteen percent cannot complete a job application or understand a pamphlet that explains how a task is performed. Another 29% of adults are just getting by. They can understand simple text but are challenged to find a location on a map or use a manual on the job for reference.

Partners in Reading (PAR) is San José Public Library's adult literacy program for adults who read and write below a ninth grade level. Services provided include one-to-one and small group tutoring from trained volunteers, vocational literacy occurring at the worksite, and Families for Literacy. Last year the program's 277 volunteer tutors provided 14,637 hours of instruction for 349 learners who met 1,406 goals.

PAR, like many library literacy programs, has experienced a reduction in funding, as the majority of its operational funds come from government sources. PAR needs to establish additional sources of unrestricted funding which typically come from individual contributions. Currently, individual giving from a committed donor base provides a negligible portion of PAR's support.

Term of Agreement

April 1, 2012 through September 30, 2012

Scope of Work

- Understand Partners in Reading's current situation and capacity for fundraising from individual donors.
- Educate the project team on individual fundraising strategies and campaigns.
- In collaboration with PAR, develop a three-year fund development plan for Partners in Reading with annual goals. The plan should include the specific strategies that will be

used to garner support from individuals including approaches that take advantage of social networking; cultivation, solicitation, and stewardship activities; goals; required budget; timeline; evaluation techniques and any other relevant components.

- Train the project team on the role volunteers play with various individual fundraising strategies and help staff identify characteristics of volunteers needed for individual fundraising.
- Work with Partners in Reading to identify donor segments most likely to contribute to adult literacy and the best strategies for reaching them.
- Work with Partners in Reading to identify messages about low-level adult literacy that best compel individuals to donate and are appropriate for targeted donor segments.
- Provide input to the development of communication tools, such as print pieces, videos, online posts that will be used for fundraising, etc.

Desired Qualifications

- Successful experience developing individual donor campaigns and preparing organizations to implement campaigns.
- Five years' experience with individual fundraising campaigns that achieved the intended outcomes.
- Successfully developed compelling messages for donor segments.
- Proven history of working collaboratively with organizations to achieve goals.
- Experience working with libraries or educational programs a plus, but not required.

Cost: Not to exceed \$19,000

Process: Proposals are due at the System Office no later than 5 p.m. on Thursday, March 22, 2012. For questions regarding this request for proposal, please contact Judy Klikun at Judy.Klikun@sjlibrary.org