



## **Request for Proposals 40th Anniversary Planning Consultant**

The Environmental Grantmakers Association (EGA) seeks qualified partner(s) with proven experience in strategic capital campaigns and event execution.

As EGA approaches our 40th anniversary in 2027, we are excited to bring together our community of environmental grantmakers in celebration and reflection of four decades of impact.

The consulting partner(s) will lend their expertise to help us drive a successful 40th Anniversary capital campaign. They will be tasked with conducting a feasibility assessment and developing a case statement and fundraising strategy to build community support for EGA.

### **About EGA**

The Environmental Grantmakers Association (EGA) is the big tent of environmental philanthropy. We are a community of over 200 foundations spanning North America and the globe, convening for the purpose of practicing just philanthropy in support of people and planet.

Our vision is to create a habitable planet with sustainable economies that recognize the enduring value of equity to ecosystem health. EGA's north star is our [Racial Equity POV](#), a collective commitment by EGA's board, staff, and members to advance racial equity in environmental philanthropy. By engaging members on a wide spectrum of environmental issues framed through a racial equity lens, EGA is driving the [collective power](#) of environmental philanthropy to build a healthy planet for all people.





EGA has thirty-nine years of experience supporting environmental philanthropy. In 2022, EGA members gave a record high of \$2.7 billion in funding to environmental issues.

### **Project Background**

Founded in 1987, EGA began with a meeting of twelve grantmakers who recognized the potential for environmental philanthropy to be more just and effective. In the span of thirty-nine years, we have grown to a community made up of over two hundred organizational members.

As we approach our 40th year of convening grantmakers in 2027, we want to creatively showcase the strides our community has made in advancing just philanthropy for people and planet. We will look towards the future and motivate our members to sustain EGA's work, demonstrated by our merits.

### **Goals**

1. Develop a right-sized capital campaign with achievable goals backed up by an analysis of our organization and membership.
2. Create a strategy that showcases our work in a compelling narrative that smoothly integrates a spirit of reflection and celebration with an ask for support.
3. Fundraising to sustain EGA's work for the future.

### **Deliverables**

We are seeking partner(s) to help us develop a compelling capital campaign that motivates our members to support the future of our association while reflecting on our achievements. They will be tasked to:





1. **Conduct a feasibility assessment on the right-sized campaign for our organization.** You will be tasked with reporting on the following factors at minimum:
  - a. Capacity – which includes:
    - i. Dedicated resources necessary to successfully execute the campaign (staff, monetary, time, other)
    - ii. Suggested Campaign Fundraising Goal (including a public-facing goal and an internal stretch goal)
  - b. Membership size and engagement, including:
    - i. Helping identify EGA member “champions” who can support 40th Anniversary Campaign fundraising through early support (potentially as part of a 40th Anniversary Campaign Committee)
    - ii. As well as assessing a potential prospect list for giving from outside of our membership
  - c. Strengths – such as what narratives and audiences we can lean into to build a successful campaign
  - d. Gaps that need to be filled to achieve our goals
2. **Create a memo with campaign recommendations** based on the findings of the feasibility assessment, including proposed timing for a Campaign Quiet Phase and Public Phase.
3. **Develop a case statement and provide narrative support.** Draft an external-facing case statement document for EGA to use in campaign fundraising conversations. Give recommendations for an effective narrative approach in our communications.





4. **Propose a fundraising campaign and strategy.** A work plan with clear roles, timeline, and assets that will be used to employ an effective strategy for a successful campaign.
5. **Provide narrative support and consult on a 40th Anniversary report** in collaboration with EGA. The report will tell the story of EGA through a combination of narrative, storytelling, and data.

### **Timeline**

From planning to execution, we expect this campaign to take place starting in mid-2026 through the end of 2027.

### **Budget**

Please provide an anticipated, line-item budget for the project from start to finish, for all the services above. Please indicate if you can provide low bono services.

### **Key Dates**

*Proposal Due Date:* February 9, 2026

*Evaluation of proposals:* January – February 2026

*Vendor Selection:* March, 2026

### **Next Steps**

Please submit a proposal to [ega\[at\]ega.org](mailto:ega@ega.org) by **February 9, 2026**. Please include the following information in your proposal:

- Company/Organizational overview
- Biographies of main employees who will work on the project.
- Budget: Please include a projected budget from start to finish for all services listed above. Please indicate if you can provide low bono services.
- Work Plan: Your proposed approach and timelines





- Examples of past projects and references from past clients, including organizational anniversary fundraising and communications campaigns, specifically.
- Any additional information that showcases why you are the right vendor for this project

*Environmental Grantmakers Association is an equal opportunity employer that encourages leaders from Black, Indigenous, all People of Color, and other historically marginalized communities to apply and considers all applications without regard to race, color, religion, creed, gender identity, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.*

**Contact:** Environmental Grantmakers Association at [ega\[at\]ega.org](mailto:ega[at]ega.org). **Please add 'EGA 40th Anniversary RFP' to the subject line.**

