

Request for Tender

Major Donor Support Consultant

February 2025

The Irish Red Cross background

The Irish Red Cross Society (IRC) is dedicated to serving people in need whether they are in Ireland or caught up in humanitarian crises in countries and regions throughout the globe. With our network of over 4,000 volunteers at over 70 branch locations across the Republic of Ireland, as well as our professional staff of more than 120 people, the IRC provides a wide range of health, mental health & wellbeing programmes for those in need.

The Irish Red Cross is also part of the global Red Cross Red Crescent Movement of over 190 National Societies across the globe and is guided by the fundamental principles of the Red Cross (Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality).

The Irish Red Cross is a registered charity.

Our Vision

To be the leading humanitarian organisation in a world where people's essential humanitarian needs are provided for.

Our Mission

To provide humanitarian assistance, at home and abroad, to those most in need and inspire policy and attitudinal change

Our work

- Preventing and alleviating human suffering, protecting life and health and ensuring respect for all.
- Helping those who are most vulnerable to prepare, withstand, and recover from emergencies in their communities.
- Restoring families who have been separated by war, forced migration, or other circumstances.
- Delivering first aid and psychological first aid training and providing first aid and ambulance cover at events and incidents throughout the country – including mountain & lake rescue.
- Supporting older people and remote members of our community – assisting with the delivery of food and medicine and transport for hospital appointments.
- Providing interactive and educational opportunities for our youth members.
- Delivering local and national support for refugees in need of food, water, shelter, and medical assistance.
- Delivering a targeted international programme focusing on livelihoods, medical assistance and prevention of gender based violence
- Promoting the seven fundamental principles of the Red Cross Red Crescent Movement to inspire policy and attitudinal change.

The Assignment

The IRC are looking to engage a highly experienced Major Gift fundraising consultant to help us design and implement our Major Donor engagement programme. This is a critical initiative as we aim to significantly expand our high-value philanthropic support to advance the work of the IRC at home and abroad.

We are looking for a consultant with a proven track record in the establishment of major donor programmes, with personal experience of securing substantial gifts from donors. This role presents an exciting opportunity to shape the future of high-value philanthropy at the IRC by developing the strategy, infrastructure and skills needed for long-term success.

The key objectives of the assignment:

1. Development of comprehensive relationship-based Major Donor engagement and acquisition strategy designed to build meaningful, long-term relationships with major gift donors (€5,000+) and high potential prospects, leading to increased financial support for the Irish Red Cross.
2. Database review to identify potential major donor prospects and develop personalised engagement strategies, collaborating with IRC's established Individual Giving programme and database team.
3. Provide training and active support of ongoing face-to-face Major Donor outreach and engagement – in collaboration with the Partnerships & Philanthropy Manager, the Major Gifts Coordinator, the Head of Fundraising, and other IRC staff as/if required.
4. Establish internal processes and best practices to ensure continued major donor growth.

Scope and Deliverables

To be primarily based in the Irish Red Cross offices in Merrion Square, the consultant will work directly with the fundraising team on the long-term strategic development of the Irish Red Cross Major Gift programme. The key objectives are those noted above.

A successful result of this consultation will be the establishment of a strong internal foundation for Major Donor fundraising within the Irish Red Cross including a clear pipeline of engaged prospects and donors, well-trained staff, and a Major Donor programme framework for long-term growth.

Timeline

Approx six months engagement, starting April 1 (circa).

Cost

The tendered price should not exceed **€50,000 including vat.**

Application Process

To apply, please submit a PDF or MS Word Document with details under the following headings:

- Contact details of individual or organisation tendering
- Relevant experience, including CVs of people who will work on the project
- Your understanding of the work to be completed
- Proposed methodology and timeline
- Cost, including VAT
- Evidence of tax clearance
- Evidence of insurances
- One reference related to similar work undertaken

The work may be attractive to a firm that has the internal capacity to second someone from their team for the project duration, or to an independent consultant.

Tenders will be evaluated according to the following criteria:

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| - Understanding of the work to be completed | 20 points |
| - Experience of tenderer | 25 points |
| - Proposed methodology | 25 points |
| - Cost | 30 points |

Applications and queries should be submitted to Charlie Lamson, IRC Head of Fundraising (clamson@redcross.ie).

Deadline is Tuesday, March 18 @ 10:00. Late applications cannot be considered.