

Digital Durham is seeking consultant services to outline a development roadmap and strategy to support and sustain our work. The work is expected to start in August and be completed by October 15th.

Digital Durham is a volunteer-run small nonprofit dedicated to promoting and facilitating access to reliable, affordable internet, computing devices, and digital skills training for everyone in Durham, NC. Incorporated as a 501c3 in 2022, our organization has been making significant strides in organizing our community around digital inclusion efforts including creation of the [Digital Equity Plan](#) adopted by Durham City and County, supporting the City in establishing a Digital Inclusion Manager position, and participating in multi-organization grant proposals resulting in over a million dollars being allocated to digital inclusion work in Durham. As a 501c3, we understand the importance of establishing development strategies to ensure the sustainability of our digital inclusion work, which includes ongoing review and implementation of the Digital Equity Plan.

Project Objective:

Digital Durham is seeking consultant services to outline and recommend a development roadmap and strategy to support our work. The primary objectives of this project include:

- Define and assist in the design of the components necessary for a strong development strategy.
- Identify potential funding sources including, but not limited to, individual donors, foundations, corporate partners, government grants, revenue generation models.
- Recommend fundraising and development structures and requirements for sustainable fundraising efforts.
- Develop an action plan to begin fundraising initiatives, donor engagement, and resource mobilization.
- Provide recommendations for implementation and ongoing evaluation.

Scope of Work:

The consultant will be responsible for the following tasks:

Conducting an initial assessment:

- a. Analyzing the history of grant funding and donations.
- b. Evaluating the effectiveness of existing development infrastructure and processes.

Stakeholder Interviews:

- a. Conducting interviews with key stakeholders, which may include board members, city staff, volunteers, donors, and community partners, to gather insights and perspectives on development needs.

Market Analysis:

- a. Based on knowledge of giving trends as it relates to digital inclusion efforts, identifying potential funding sources, including sponsorships, foundations, individual donors, corporate partnerships, earned revenue generation, and government funding opportunities.

Strategy Development:

- a. Outlining a development strategy with defined goals, objectives, and action plans that align with

our strategic plan.

- b. Recommending strategies to diversify revenue streams and increase donor engagement.
- c. Providing guidance on donor stewardship, cultivation, and retention efforts.

Implementation Plan:

- a. Outlining a timeline and budget for implementing the proposed development strategy.
- b. Identifying key performance indicators (KPIs) to measure the success of the strategy.
- c. Offering recommendations for changes to development infrastructure and processes to implement the development strategy.

Reporting and Presentation:

- a. Presenting the development strategy to the board of directors and organizational leadership.
- b. Delivering a final written report documenting the findings, outlines, recommendations, and action plans.

Proposal Submission Guidelines:

Interested consultants are invited to submit a proposal that includes the following information:

- Consultant's qualifications and relevant experience in nonprofit development.
- Approach and methodology for conducting the assessment and developing the deliverables mentioned above.
- Proposed timeline and budget for completing the project.
- Sample work or case studies demonstrating success in similar projects.
- References from past clients.

Proposal Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- Consultant's expertise and experience in nonprofit development. (Knowledge of the Durham and Triangle philanthropic community is preferred)
- Clarity and feasibility of the proposed approach and methodology
- Alignment with the organization's mission and objectives
- Cost-effectiveness and overall value
- Quality of sample work and references

Timeline:

RFP Issuance: **6/2/2025**

Deadline for question submission 6/10/2025

Question responses 6/18/2025

Deadline for Proposal Submission: 7/8/2025

Notify Respondents by **8/4/2025**

Budget:

Digital Durham's budget is \$13,000.

Respondents should scope their proposal accordingly, while aligning with the provided framework.

Contact Information:

For inquiries and submission of proposals, please contact: **development@digitaldurham.ngo**