

REQUEST FOR QUALIFICATIONS
Fundraising and Development Strategy
Rural Development | Workforce Development | Climate

Background

The [Appalachian Climate Technology Now \(ACT Now\) Coalition](#) is a collaboration of key West Virginia cities, economic revitalization organizations, leading academic institutions, and private sector innovators that aims to spur job growth in 21 economically distressed and coal-impacted counties in Southern West Virginia by creating a hub of clean energy and green economy jobs. The Coalition is currently implementing a suite of eight major economic and workforce development projects funded by the US Economic Development Administration's [Build Back Better Regional Challenge](#) program.

Scope of Work

The ACT Now Coalition's lead nonprofit members — [Coalfield Development](#), [West Virginia Community Development Hub](#), and [Generation West Virginia](#) — are ready to build new relationships with philanthropic funders and develop long-term funding strategies to continue to grow good quality climate tech jobs and businesses in the Mountain State beyond the EDA Build Back Better funding period. To that end, the organizations need to: (a) understand the regional and national funding landscapes relevant to their work; (b) create development plans tailored to the organizations' needs and future plans; and (c) implement these plans.

To achieve these goals, the organizations seek to engage a consultant or firm to perform the following work. A technical assistance liaison from [Resource Rural](#) will serve as point person for the contract, assisting the consultant with coordination across the three organizations.

Funding Landscape Analysis

- Work with Coalfield Development, The West Virginia Community Development Hub, and Generation West Virginia to understand the organizations' priorities, funding needs, and partnership opportunities going forward.
- Produce a landscape analysis of philanthropic funders and opportunities relevant to each organization's priorities, including emerging opportunities.

Funding Strategy Development

- Develop funding plans and strategies for each organization, including:
 - Needs and opportunities
 - Priority funders
 - Opportunities for partnership and collaboration
 - Relationship development strategies
 - Timelines and action items

Funding Strategy Implementation Support

- Work with Coalfield Development, The West Virginia Community Development Hub, and Generation West Virginia to support implementation of funding strategies, including:
 - Coaching and support for outreach, relationship building, and cultivation
 - Development of supporting materials
 - Talking points
 - Concept papers
 - Proposals as invited

Desired Qualifications

- Senior level consultant or firm with significant relevant experience in fundraising and development
 - Clear understanding of regional and national fundraising landscapes related to rural development and climate
 - Strong existing relationships and experience with major funders in these fields
 - Ongoing tracking of emerging developments in related philanthropy (e.g., new initiatives, pooled funds)
- Well developed understanding of solutions and strategies related to:
 - Rural community and economic development
 - Workforce development
 - Climate
- Demonstrated success executing multiple, complex projects with competing deadlines and strong attention to detail
- Excellent interpersonal and relationship management skills
- Strong commitment to and passion for equitable rural development

Response Submission Process

Interested consultants or firms are invited to submit the following materials by email to devsupport@generationwv.org

- Letter describing qualifications and interest in the project
- Examples of relevant philanthropic funders with whom you have helped clients build relationships (may be included in letter if desired)
- Short writing sample, preferably a letter of interest or concept paper, redacted as necessary
- Resume/CV
- Rates/fee structure

Responses will be reviewed as they are received.