

Request for Proposal
Philanthropy Consultant
October 2025

International Planned Parenthood Federation

The International Planned Parenthood Federation (IPPF) is the world's largest global reproductive healthcare nonprofit and a leading advocate of sexual and reproductive health and rights (SRHR) for all. With a focus on vulnerable and marginalised people, IPPF is leading the fight to ensure all people have access to the services they need and desire.

Founded more than 72 years ago as an act of international solidarity between a group of pioneering activists, today, IPPF is a broad and diverse Federation spanning 152 countries and includes 156 Member Associations (MAs) and Collaborative Partners. These national NGOs and CSOs, known as MAs, deliver quality health products and services, provide comprehensive sexual education information, and advocate for progressive laws and policies with intersectional issues like LGBTQ+ justice. Additionally, IPPF has a humanitarian relief division that responds in crisis and in the wake of natural disasters.

This work is critical to advance its mission to ensure everyone everywhere can make choices about their sexuality, health, and well-being in a world free from discrimination, coercion, and violence. In 2023, IPPF and its MAs reached more than 71 million people worldwide, delivering a broad range of health products and services, like contraception and safe abortion.

1) Background & Purpose

IPPF's Individual Philanthropy unit—a core pillar of our revenue generation—enters a critical growth phase with individuals and family foundations. To maximise year-end giving (including Giving Tuesday and December peak), IPPF seeks a short-term **Philanthropy Consultant** to accelerate **mid-level** and **major gift** results and lay foundations for 2026 pipeline growth.

Purpose of this consultancy:

- Deliver a focused year-end campaign that **converts, upgrades, and reactivates** mid-level donors and **secures/accelerates** major gifts and pledges.
- Systematise next-steps (pipelines, cultivation plans, and collateral) to ensure momentum carries into Q1 2026.

2) Objectives

1. **Income:** Achieve an uplift in year-end mid-level revenue and secure/accelerate a defined number of major gifts/pledges by 31 Dec 2025.
2. **Pipeline:** Qualify and advance priority prospects (new and current) with clear next actions for Q1 2026.

3. **Process & Assets:** Leave IPPF with cultivation/stewardship plans that can be reused.

3) Scope of Work & Deliverables

A. Year-End Mid-Level Programme

- Rapid segmentation of mid-level file: upgrade, reactivate, and retention cohorts; match-gift targeting.
- **Campaign plan** for Giving Tuesday → 31 Dec (channels likely include email/DM, phone outreach, light personalisation, and digital nudges), including schedule, audiences, and KPI targets.
- **Copy & creative briefs:** 2–3 email variants, 1 direct mail or PDF letter, thank-you/acknowledgement language, call scripts, and brief social prompts aligned to IPPF brand.
- **Calling sprint:** organise/support a brief caller programme for warm leads including talking points and micro-asks.

Deliverables (Mid-Level):

- Segmentation file with rationale; KPI target sheet.
- Finalised copy kit (emails/letters/scripts/thank-yous).
- Short activation plan for match gifts (if available).
- End-of-campaign results pack (performance vs targets; insights; recommendations).

B. Major Gifts Acceleration

- Rapid review of top prospects (existing + new), producing a **gift table** for 2025 year-end and early 2026.
- **10–15 active solicitations** advanced (combination of meetings, tailored proposals, or closing activities), prioritising highest-value prospects.

4) Key Performance Indicators (KPIs)

- **Mid-level:** % revenue uplift vs. same period 2024; number/value of upgrades; reactivations; retention rate of engaged cohort.
- **Major gifts:** number of solicitations advanced; number/value of gifts/pledges closed or date-certain; meetings secured; proposal submissions.

5) Timeline & Milestones

- **Contract start:** 8 Nov 2025
- **Kick-off & data handover:** by 10 Nov
- **Mid-level campaign live:** 18–22 Nov (incl. Giving Tuesday readiness on 25 Nov)
- **Final push:** 15–31 Dec
- **Final report & handover:** by 10 Jan 2026

Weekly 30–45 minute check-ins; rapid Slack/Teams coordination as needed.

6) Consultant Profile (Experience & Qualifications)

- 8+ years in individual giving/major gifts with measurable year-end results.

- Demonstrated success in **mid-level** upgrades/reactivations and **major gift** closing/acceleration.
- Strong copy and proposal development skills; confident briefing senior leaders/Board for peer-to-peer asks.
- Familiarity with Everyaction (or similar CRM) and practical KPI tracking.
- Experience with international NGOs and SRHR preferred.
- Excellent stakeholder management; able to work at pace to deadlines.

7) Budget & Payment

- Proposals should include a **fixed fee** or **day-rate with a capped number of days**, with an itemised cost breakdown.
- Indicative availability across Nov–Dec 2025 must be stated.
- Payment schedule to be agreed (e.g., 40% on contract, 30% mid-point, 30% on acceptance of deliverables).

8) Proposal Format & Submission

Please submit a **single PDF** (max 6 pages, excluding CVs/appendices) including:

1. **Cover letter** and confirmation of availability for the contract period.
2. **Approach & workplan** with a short risk/mitigation note.
3. **Relevant experience**: 2–3 case studies demonstrating year-end mid/major success; links or samples of copy/proposals (optional).
4. **Team bios** (if more than one consultant).
5. **Budget** (see Section 7).

Deadline: 4 November 2025 (23:59 UK time).

Submission & enquiries: Riva Eskinazi – reskinazi@ippf.org

11) Evaluation Criteria

- Understanding of objectives and quality of proposed approach (35%)
- Relevant track record and team capabilities (30%)
- Feasibility of workplan/timeline and risk management (15%)
- Value for money (15%)

Notes for Applicants

Shortlisted candidates may be invited to a 30–45 minute call to discuss approach and clarify assumptions prior to final selection.