**Resource Mobilization and Fundraising Consultant**



**Terms of Reference**

**Purpose of consultancy:** Developing of resource mobilization and fundraising strategy and training

**Type of contract:**  Individual Consultant

**Supervisor:**  Head of Operation

**A. Background**

Tai Tanzania is an innovative youth-led organization that uses the power of combining data, storytelling and technology to inspire behaviour change among young people based on stories from the community. We produce edutainment content such as animation film, music, and comic posters. Tai was founded in 2012 and registered in 2013. Tai's vision is to create social behavioural change to live in a society where youth are responsible leaders in ensuring sustainable development. To do so, Tai focuses on creating environments that will foster adolescents' access to school, since education plays a crucial role in children's and adolescents' future lives.

**B. Scope of Work**

1. **Goal**

The main goal of this consultancy is to develop and strengthen Tai Tanzania resource mobilization and fundraising strategy.

**Key Activities**

1. Develop Tai Tanzania Organizational fundraising strategy

* Based on Tai’s Strategic Directions and Program strategies identify a 5-year funding need
* Based on identified funding pillars, further define each pillar with concrete action plans, key responsibilities, priorities, and identification of potential donors

1. Fundraising capacity building

* Train program officers in the development of high-quality funding proposals
* Guide program officers in methodologies for the identification of potential donors for their respective areas
* Train program staff in effective donor relation building and donor stewardship
* Conduct resource mobilization activities
* How to do donor mapping

1. Create resource mobilization strategy and plan
2. Conduct resource mobilization activities including

* Donor mapping
* Networking/Partnership Building
* Fundraising events
* Seek corporate funding
* Seek International fiscal sponsors

1. Training management and resource mobilization team on fundraising

**D. Expected Deliverables**

In line with the above proposed scope of work, it is expected that deliverables would encompass the following:

* Inception report is produced
* Submit the first draft resource mobilization and fundraising strategy
* Submit final draft of resource mobilization and fundraising strategy
* Develop donor/Stakeholder mapping
* Conduct one fundraising training and provide consultation on how-to carry-on job training at least twice
* Develop monitoring system/strategy for the resource mobilization team and provide 6-month guidance
* Provide three trainings on proposal writing

**E. Duration of Consultancy**

The length of this consultancy service will be upon agreed terms starting effective immediately from the date of signing the agreement

**F: Qualification and Experience**

**Qualification and Education**

* Master degree in program management or equivalent.

**Experience**

* Minimum of 5 years of relevant experience
* Experience in overseeing the development and implementation of the resource mobilization and fundraising strategy
* Demonstrated hands on experience in program management, and/or developing competency frameworks;
* Experience in working with different organizations in an advisory or consultancy role, assisting

them to understand and implement policies and procedures.

**Competency**

* Theoretical and practical knowledge of program management
* Ability to explain ideas and concepts in simplicity manner
* Excellent in listening and writing skills

**H. Criteria for Selection**

1. Tai Tanzania will use a combined scoring method, in which the technical proposal explaining consultant experience, approach and methodology for carrying out the required assignment and will be weighted at100% Scoring for the technical proposal as follows:
   * Education: **10 points**
   * Relevance of Experience: **40 points**
   * Approach to completing the assignment: **50 points**
2. Detailed budget providing the cost of the consultant’s services
3. Resume, curriculum vitae or bio
4. List of past clients for whom the most closely related work was conducted, indicating those who may serve as professional references with contact information

**J. Submission**

Send your letter of interest and CV to email: [joinus@tai.or.tz](mailto:joinus@tai.or.tz) and for further questions or inquiry contact Human Resource Manager through +255(0)743 300 006. When submitting your applicant make sure the subject on the email state: **“Application for Resource Mobilization and Fundraising Consultant”**. The deadline for this application is **December 4th, 2020.**