

## **Request for Proposals: Major Gifts Fundraising Consultant**

**Organization:**

American Association of Political Consultants (AAPC) Foundation

**Re-Issued:** April 10, 2026

**Proposal Deadline:** April 21, 2026; Extended to May 1, 2026

**Contract Award Date:** May 15, 2026

### **1. Introduction & Organizational Overview**

The AAPC Foundation is a 501(c)(3) charitable organization dedicated to advancing research, education, and leadership development at the intersection of democracy, technology, and political communication. Our mission is to champion and protect the right to political expression in the digital age. We fulfill this mission through:

- **Democracy Circle:** Our premier individual giving society.
- **Internship & Scholarship Programs:** Mentoring and funding the next generation of leaders.
- **Research & Education:** Advancing nonpartisan research and public education on political speech, technology, and democratic participation.

As we scale our impact for the 2026 cycle and beyond, the Foundation seeks a seasoned Major Gifts Fundraising Consultant to identify, cultivate, and solicit high-net-worth individuals and corporate partners.

### **2. Scope of Work**

The selected consultant will work closely with the Foundation Board and Foundation Director to execute the following:

- **Prospect Identification:** Conduct research to identify high-capacity prospects aligned with the Foundation's mission and work with Foundation leadership to identify potential prospects within the political consulting community.
- **Fundraising Management:** Develop and track personalized cultivation strategies for a portfolio of major gift prospects (\$5,000+ level).
- **Direct Solicitation:** Lead or support Board members in face-to-face asks and "Democracy Circle" recruitment.
- **Stewardship:** Create a long-term engagement plan for current major donors.

- Board Training: Provide strategic counsel to Board members on effective peer-to-peer fundraising techniques.

### 3. Proposal Requirements

Interested parties should submit a proposal (max 5 pages) including:

- Executive Summary: Overview of your firm/practice and approach to major gifts.
- Experience: Demonstrated success in fundraising for charitable, nonprofit, trade association, or political organizations.
- Strategic Plan: A brief 6-month roadmap for the Foundation's major gift growth.
- Fee Structure: Proposed monthly retainer or project-based fee.
- References: Contact information for three past clients with similar mission profiles.

### 4. Interview & Selection Schedule

To meet our goal of a May 15<sup>th</sup> start date, the Foundation will adhere to the following timeline:

Milestone	Date
RFP Re-Issued	April 10, 2026
Deadline for Proposal Submission	May 1, 2026 (5:00 PM ET)
Initial Review & Shortlisting	April 24, 2026
Candidate Interviews (Virtual)	April 28 – May 8, 2026
Reference Checks & Final Negotiations	May 11 – May 13, 2026
Contract Awarded & Project Kick-off	May 15, 2026

### 5. Evaluation Criteria

Proposals will be evaluated based on:

- 60% Experience & Proven Results: Success in securing five and six-figure gifts.
- 20% Industry Knowledge: Familiarity with the political consulting and public affairs landscape.
- 20% Cultural Fit: Ability to work effectively with a bipartisan Board of Directors.

Submission Instructions: Please submit all questions and proposals to Sheila Brantley, AAPC Foundation Director, at [sbrantley@aapcfoundation.org](mailto:sbrantley@aapcfoundation.org) with the subject line: "RFP Response: AAPC Foundation."