



## **REQUEST FOR PROPOSALS for Nonprofit Fundraising Services**

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**SUBMISSION DEADLINE:** Monday, June 30, 2021

**INTERVIEWS:** July 19-23, 2021

**NOTIFICATION DEADLINE:** July 31, 2021

### **I. GENERAL**

The Anusara School of Hatha Yoga (the School) is a vibrant, teacher-led, international, nonprofit yoga school with over 750 licensed teachers (members) worldwide who teach an estimated 400,000 Anusara students throughout its five global regions. It is based in the U.S.A.

**The School exists because we love Anusara yoga! Without the School, Anusara yoga wouldn't exist. We strive to be a community where everyone is welcome and experiences the beautiful principles of Anusara yoga. We believe in the method and aim to nurture and sustain an environment in which all yoga practitioners learn, become educated and/or develop a professional career in the method. We truly believe in the power of community.**

The School protects Anusara's intellectual property; issues licenses to teach Anusara yoga; supports teachers' professional development; develops curriculum; serves as the primary communication hub for Anusara teachers globally; and organizes annual events.

**The purpose of this Request for Proposals (RFP) is to select a qualified vendor (individual/sole proprietor or firm) to assist the School's Fundraising Committee with the creation and implementation of its Fundraising Plan.**

The School seeks a hands-on expert in nonprofit fundraising to help the School diversify its revenue sources and implement "right-sized" fundraising strategies that will permit Anusara to

*Anusara School of Hatha Yoga  
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realize its growth potential by offering more programs and events; offering more benefits to its members (including scholarships); developing new curricula; and doing more outreach to Anusara students worldwide.

**The Board of Directors has budgeted \$10,000 for this short-term contract. Successful fundraising efforts could lead to an extension of this contract if both parties are amendable.**

## **II. OVERVIEW: WHY THIS REQUEST FOR PROPOSALS**

The majority of funds that sustain the Anusara School of Hatha Yoga are derived from teachers' (members') license fees. The Board of Directors recognizes that Anusara yoga's future growth is dependent on expanding and diversifying the School's funding sources, thereby decreasing dependence on revenue from Anusara teachers. The Board's Fundraising Committee has implemented several fundraising strategies with this goal in mind but needs direction, guidance and hands-on assistance from a nonprofit fundraising expert to fully realize this goal and generate the additional funds necessary to realize Anusara Yoga's growth potential.

The School seeks an individual or team that enjoys working with small nonprofits that face resources limitations but have enormous growth potential; take a collaborative approach to working with clients; and have experience with successful mobilization of volunteers in fundraising efforts.

The prospective vendor replying to this RFP will represent a firm, company or corporation possessing relevant experience and expertise. Contractors who work independently are also eligible to apply, assuming they have the same global experience and reach as a larger firm.

Supporting documentation must thoroughly describe how the vendor has provided expertise for similar contracts and work related to planning, coordination and implementation of nonprofit fundraising services and how the vendor would approach the projects outlined in the Scope of Work below.

## **III. SCOPE OF WORK AND DELIVERABLES**

- A. The Scope of Work is designed to generate additional funds from more diverse sources to allow the School to increase the services and benefits provided to its members (teachers) and their students and introduce Anusara yoga to more yoga practitioners globally.
- B. The two key deliverables for the selected vendor will be:
  1. **Assistance in further developing and then finalizing a realistic Fundraising Plan that is "right-sized" for the organization.** The Board of Directors' Fundraising Committee is comprised of Board members with limited knowledge of nonprofit fundraising strategies and the Director of Operations who has extensive experience working with nonprofit organizations but does not have particular skills in this area. The Plan, and the vendor's approach to finalizing the Plan, must take this into account

as well leverage the appeal of Anusara yoga to practitioners who seek personal growth and transformative experiences on all levels due to Anusara’s comprehensive, multi-disciplinary, creative and joyful approach to the physical, mental, spiritual and mystical aspects of yoga. Furthermore, the Plan must reflect:

- The School’s philosophy
- Current human, digital and financial resource limitations
- The School’s cross-cultural diversity
- Past fundraising efforts, which have a mixed track record

2. **Collaborative implementation of the Fundraising Plan.** This will require hands-on support, not simply direction “from above,” including:
  - a) Creating a detailed action plan that identifies specific steps and tasks, who will do what (including steps best pursued by the vendor) and deadlines;
  - b) Working alongside the Fundraising Committee and Board of Directors generally to put in place the infrastructure needed to pursue the fundraising strategies identified in the Fundraising Plan;
  - c) Working with the Fundraising Committee Chair to oversee implementation of that plan;
  - d) Executing some of the steps in the plan.

#### **IV. COMPENSATION AND TIMEFRAME**

The School has earmarked \$10,000 USD for this short-term contract. While the length of the contract is negotiable, the Board of Directors anticipates it will need at least six (6) months of the vendor’s time and assistance to achieve the deliverables outlined above. Successful fundraising efforts could lead to an extension of this contract if both parties are amendable.

#### **V. PROPOSAL REQUIREMENTS**

- A. The vendor’s proposal should address the following:
  1. **Proposed approach to the Scope of Work:** Describe how you would approach the Scope of Work described in Section 3 above (helping the Board’s Fundraising Committee to complete and then implement the Board’s Fundraising Plan). Please address your approach to working with a nonprofit organization with significant growth potential and a committed Board and staff but very limited resources (i.e., no Communications or Development Director).
  2. **Service Timeframes:** Provide a detailed description of the proposed services to be performed by the vendor based on the Scope of Work and the average timeframes required to complete each, including:

- a) The account manager's name and specific staff (if different from the account manager) assigned to the project;
  - b) The estimated number of staff hours to complete scope of work;
  - c) All personnel anticipated to be involved in each task.
3. **Project Cost:** Provide detailed costs for the services to be performed by the vendor based on the Scope of Work.
- B. The proposal should include the following:
1. **Cover Letter:** A letter signed by the owner or designated representative of the firm, company or corporation, including a primary contact person for the proposal.
  2. **Qualifications and Experience:** Provide a description of the history, experience and qualifications of your firm/company/corporation and any proposed subcontractors\* to perform the Scope of Work, including:
    - a) Résumés and biographies of all principals assigned to the project
    - b) List of skills and experience corresponding to the scope of work
      - i. If any element of the scope will be subcontracted, please provide the same information for the subcontracting firm/individual(s).
  3. List of **similar/relevant projects** your firm/company/corporation has undertaken including results achieved, including:
    - a) References from similar projects your firm/company/corporation has undertaken
    - b) Examples of knowledge of the yoga, movement or well-being market

## **VI. PROPOSAL EVALUATION**

- A. Proposals will be evaluated based on the following criteria, with 20 points assigned to each criterion, with a total possible highest score of 100 points:
1. Project staff and contractors' qualifications and range of experience
  2. Knowledge of project requirements as demonstrated under "Approach to Scope of Work"
  3. Demonstration of knowledge of and previous fundraising work especially within the international yoga industry (preferred but not required)
  4. Written presentation, including readability and conveyance of technical aspects
  5. Project costs

- B. After reviewing proposals, the Search Committee will meet via Zoom with potential vendors prior to selecting a vendor.
- C. Vendors who are not awarded the work outlined here will be notified by email. The successful vendor will be required to sign a contract with the School in which they accept responsibility for the performance of services as stated in their proposal.

**VII. PROVISIONS**

- A. School assumes no responsibility and no liability for costs incurred relevant to the preparation and submission of the RFP by prospective vendors, or any other costs prior to issuance of a contract.
- B. The School retains the right to reject any and all proposals submitted and to make any award deemed to be in the best interest of the organization.
- C. A contract between the School and the selected vendor will be subject to and be in accordance with all federal, state and local laws as may be applicable.
- D. The School is an Equal Opportunity Employer and welcomes proposals from individuals and businesses representing all nationalities, races, ethnicities, gender identities, sexual orientations, bodies, and all the other beautiful ways in which humans show up in the world.

**VIII. SUBMISSION DEADLINE**

**Prospective vendors should email their proposal to Aline Franco Flores, Administrative Associate, at [information@anusarayoga.com](mailto:information@anusarayoga.com) by Wednesday, June 30, 2021.**

Please direct your questions to Aline via email (see above) or WhatsApp (+5219981651224).

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