



SUMMARY

ITEM	Details
Contract title:	Individual Giving and Legacy Fundraising Consultant
Period of contract:	July 2024 – January 2025.
Reports to:	Director, Annie Davis and Engagement and Collections Manager, Alex Smaridge.
Contract fee:	£10,490. We are happy to consider applications from individuals or small teams of two or three.

Context

The Museum of Cambridge wishes to commission an experienced Fundraising Consultant to support the delivery of our fundraising strategy and the delivery of our National Lottery Heritage Fund project to build our long-term financial resilience through individual giving. We are looking for a charity and heritage sector fundraiser who can suggest strategic improvements and implement practical solutions to the Museum's fundraising processes and targets.

The Museum of Cambridge tells the extraordinary stories of the everyday people of Cambridge and the surrounding villages. With a collection that reaches back 300 years, we look after stories of local heroes, long-forgotten places, and everyday life.

Having developed our business plan and commercial activities over the past three years in line with the Museums 2022-2027 strategy, we are looking for an experienced fundraising consultant to review our fundraising strategy and implement practical changes at the Museum in 2024. This investment in our fundraising strategy and operation is thanks to National Lottery Players and the National Lottery Heritage Fund, supporting our project, Firm Foundations, Flourishing Futures.

The Brief

As an independent Museum that generates its revenue through commercial income from our admissions, shop and venue hire, grants, and donations, we are looking for a consultant who will help us maximise our individual giving opportunities. We are a small team of 4.65 (FTE) who need the support and tools to continue to care for and share the history of the city and the people of Cambridge.

The Fundraising Consultant will:

1. Conduct a systematic review of the Museum's Fundraising Strategy infrastructure and goals
 - a. This will include CIVI CRM, our marketing platforms and our printed collateral
 - b. This will involve conversations with members of our Fundraising Committee, Director, and Development, Communications and Retail officer.
2. Suggest areas of strategic improvement as well as operational and infrastructure changes
 - a. Including our legacies programme, annual fundraising campaign, Friends programme, and individual giving opportunities.
3. Support the implementation of these changes as well as other areas of the Museum's Fundraising Strategy
 - a. This may include updates to CIVI CRM and the way our supporter data is managed, developing a stewardship programme, enabling automation systems in our supporter journey, or updating the copy of our fundraising materials (cause for support,

Reporting

This role will report to the Director, Annie Davis and the Engagement and Collections Manager, Alex Smaridge.

Relevant Experience and Skills

The consultant will have excellent communication skills, and be able to work with various Museum staff and trustee stakeholders, in addition, it is essential that they have:

1. Experience in Museum and heritage fundraising.
2. Experience in using and troubleshooting CRM software, specifically CIVI CRM.
3. A strategic approach to reviewing existing fundraising strategies.
4. Experience developing annual charity fundraising campaigns.
5. An awareness of gift aid processes and opportunities.
6. Experience writing high-quality fundraising copy and templates.
7. An awareness and willingness to embrace automation and streamline processes.

Tender

We anticipate the work will begin in the 1st week of July with kick off meetings and introductions. Tenders should be sent to Alex Smaridge (alex.smaridge@museumofcambridge.org.uk) by **12 pm Friday 21st of June**. The selection will take place w/c 24th of June.

Discussions with tenders will be ongoing during the process, and we may be in touch before the end of the tender period for informal discussions. A consultant(s) will be appointed based on best value and ability to meet the requirements of the brief.

We request that consultants submit a total fee proposal for this work. At this stage, it is not possible to determine the number of meetings consultants will be required to attend throughout the process. Fee proposals should include all expenses.

Consultants are advised that the maximum sum for this consultancy is £10,490, inclusive of any VAT and all expenses incurred by the consultant.

Equality and Diversity

The Museum of Cambridge values diversity and is actively committed to equal opportunities across all its operations, including consultancies.

Enquiries

Any question relating to this quotation request must be sent to Alex Smaridge, Engagement and Collections Manager with Directorial Responsibilities, alex.smaridge@museumofcambridge.org.uk

Confidentiality

The contents of this Request for Quotation are confidential and must be used only for calculating and submitting your quotation to the Museum of Cambridge.

This project is supported by National Lottery Players and the National Lottery Heritage Fund.