



PRESERVATION MARYLAND

REQUEST FOR PROPOSALS

Fundraising Consultant

Preservation Maryland, a nonprofit organization headquartered in Baltimore, Maryland, is soliciting proposals for professional fundraising services to assist in planning and implementing a capital campaign to support the organization's diverse programs and projects, including the Historic Property Redevelopment Program.

Preservation Maryland requests that interested parties respond to the solicitation by **5:00 pm ET on Wednesday, February 14, 2024.**

1. CLIENT

Preservation Maryland is Maryland's oldest, largest, and most effective preservation organization. The organization works to protect the state's irreplaceable heritage while creating a more equitable & sustainable future. Through strategic programming focused on preserving place, championing change, and growing the historic preservation trades workforce, the organization uses the best of our past to solve some of today's biggest issues, creating measurable impact on the lives of current and future Marylanders. To learn more, visit www.preservationmaryland.org.

2. PROJECT OVERVIEW

2.1 Background

Since 2014, Preservation Maryland has expanded its operations, programs and reach across the state and beyond. Since that time, the staff has grown significantly to meet these opportunities – bringing the organization to the forefront of diverse issues from workforce development to historic property redevelopment and climate resiliency efforts. The organization is now looking to launch a capital campaign focused on securing this success and building on existing efforts to meet the needs of citizens and communities throughout Maryland.

Preservation Maryland launched its Historic Property Redevelopment Program (HPRP) in 2019 to expand the organization's preservation work by making direct investments in the historic structures and places that make up communities across the state. The HPRP works with local and state partners to conduct many projects where Preservation Maryland serves as the project manager. Our staff often secure the necessary funding – from private, state, and federal sources – to execute the work on the identified historic structures and hire the necessary consultants and contractors to perform the outlined services. The growing program now has active projects underway in Annapolis, Ellicott City, Hagerstown, and Susquehanna State Park with numerous others in the early stages of development.

2.2 Description

Of the projects currently underway, the rehabilitation and adaptive reuse of the historic Ellicott City Jail at 1 Emory Street, in the Ellicott City National Historic District is the largest undertaking the organization has attempted since the launch of the HPRP. The project is a partnership between Preservation Maryland, Howard County, and the University of Maryland's School for Architecture, Planning, and Preservation. The current vision is to adaptively reuse the historic Jail as Maryland's first collaborative Center for the study of for Climate, Heritage, and Preservation with space for Preservation Maryland, the University of Maryland and other preservation and conservation nonprofits as well as the creation of

public multi-purpose space for community meetings and events. The project will also engage diverse voices in the site's interpretation and develop publicly accessible contemplative outdoor space around the building to commemorate and memorialize those once unjustly incarcerated onsite and those tragically lynched nearby.

3. SERVICES AND SCOPE OF WORK

Preservation Maryland is seeking a fundraising consultant to develop a plan and assist with conducting a private capital campaign to strategically meet the mid-and-long range capital and operating needs of the organization, with a key focus on the growing Historic Property Redevelopment program.

The hired consultant will support Preservation Maryland's development team to develop a plan to successfully complete a mid-seven figure capital campaign from private sources. The precise scope of work is subject to feedback from the selected consultant and budget limitations.

Objectives include:

- Creating a 2-year framework for the capital campaign to be implemented by the consultant and Preservation Maryland development team,
- Identifying and researching individual donors of high net worth to solicit contributions from,
- Identifying and building relationships with foundations that align with the organization's mission, including the HPRP program and Ellicott City Jail project,
- Organizing meetings and site visits with potential donors and foundations.

Anticipated work to be undertaken may include but is not limited to:

- Developing working knowledge of organization's key priorities and the HPRP and its current projects
- Reviewing detailed documentation and needs related to the Ellicott City Jail project
- Developing/consulting on creation of campaign outreach and fundraising materials
- Assisting with review of progress and development of reports on fundraising efforts

Work is expected to begin upon Preservation Maryland's acceptance of the Respondent's proposal and conclude as expeditiously as possible.

4. INSTRUCTIONS TO RESPONDENTS

All proposals must be submitted as a single PDF attached to an email delivered to Patrick Mooney, Development Manager pmooney@presmd.org by **5 pm ET on Wednesday, February 14, 2024**.

Proposals may be brief. However, respondents should include a project schedule and a breakdown of work to be completed per the proposed budget.