



Short Term Consultancy for Private Sector Fundraising

Background: Internews is an international non-profit organization dedicated to building healthy, trusted and relevant media and information systems in countries and communities where they struggle to exist. We envision a world where everyone, everywhere can access, create and exchange the news and information they need to make informed decisions, take charge of their lives and participate fully in society.

Internews is seeking to recruit consultant/s with expertise in two areas – international health and US media and journalism to support fundraising from private sector donors for Internews’ Health and US Programs. Consultant/s may bid for one area or both depending on their background and expertise. Interested applicants need to submit a capacity statement, including client list, 3 to 5 references, price quote and any suggested comments or changes on the proposed scope of work (optional) by August 21st to Shannon England, VP, Global Development at sengland@internews.org and Salma Samad, Director, Private Development at ssamad@internews.org. All work will be conducted remotely.

US Programs: Since its inception three years ago, Internews’ US Programs has supported dynamic and inclusive journalism and community engagement programs across the country. Our cornerstone program, [Listening Post Collective](#), works with over 30 community-based media outlets in the US to engage, inform, and support communities that are underserved by mainstream news coverage. We offer tools, coaching, peer-to-peer support, seed funding and a shared learning space for journalists, newsroom leaders, and community groups looking to build trust and create more relevant, inclusive reporting. Our portfolio has potential to scale existing programs and build new concepts to improve the information ecosystem in the US.

Health Program: Internews’ [Health program](#) builds the capacity of local journalists and news outlets to engage and inform community members to improve health outcomes. Focusing on a range of health issues, including HIV/AIDS, maternal and child health, and pandemic preparedness and response, Internews’ Health program shapes and changes cultural norms that prevent people from seeking care. We work with journalists, health workers, scientists and advocates to translate the latest medical innovations and complex science in ways that drive demand for services. We also work with media and civil society to hold the government and health service providers to account, thereby strengthening the health system.

Proposed Statement of Work

I. Overview

1. Project Commencement Date: **September 1st, 2020**
2. Project End Date: **December 31, 2020**
3. Project Description: To provide strategic guidance and support for fundraising and private sector donor engagement activities in the US.

II. Detailed Description

1. Deliverables and Phases:

Consultant will provide ongoing support for Internews' fundraising and resource mobilization activities from private sector donors in the US (private and corporate foundations), including but not limited to the following:

Context: There is renewed interest among donors to invest in health issues due to the COVID-19 pandemic and mis/disinformation. There is also a greater emphasis in supporting issues related to diversity, equity and inclusion due to current events surrounding the death of George Floyd and these present, we believe, opportunities for an expansion of our programming.

Phase One: Landscape and market analysis of top most likely US based foundation and corporate (and possibly individuals if relevant)

- **Produce/update a landscape analysis and list of the top 25 -30 private donors (corporate, foundation and/or individuals) in the following sectors:**

(1) International Health (Estimated 5 days)

(2) US Media and Journalism Sectors and/or Social Justice Sector. (Estimated 5 days)

This landscape analysis should include a full market analysis of the amount of funding given out, organization that benefit from this funding in our sector, and also include a list of program officers at the relevant foundations that we may wish to get to know/contact. Additionally, any other strategic considerations vis a vis these targeted donors should be included.

- **Produce a competitor landscape analysis of organizations working specifically on dis/misinformation in the international Health sector. (estimated 3 days)**

Update existing competitor analysis with a deeper analysis of who is working on mis/disinformation, what their approaches are, and how Internews can strategically position itself given the work being done by other actors.

Completed by September 17th

Phase Two- Create “Ideas for Consideration”: Work with the technical and program teams, and Global Development, with health and US programs to finalize their top 5 “Ideas for Consideration” they’d like to pitch to targeted donors. Each idea should be a concise 2 – 3 page (not budgeted) write up of their best thoughts on what they are fund-raising for over the next year.

- **Health:** Estimated 10 days (over a period of two weeks)
- **US Programs:** Estimated 10 days (over a period of two weeks)

Completed by October 15th

Phase Three: Outreach Plan and Engagement Consultant will work closely with Director of Private Development, Global Development Private Sector Team and the relevant technical and program teams to develop a scheduled call and outreach plan (via e-mail) to reach out to targeted donors, with briefing notes before each call. This outreach plan will provide a strategic approach to how Internews’ Health and US Programs can build on these recent developments to expand its donor base and build a pipeline of at least \$1,000,000 in new funding opportunities. Additionally, the consultant will identify opportunities and ensure that Internews’ expertise in these two sectors (Health and US Media) are featured in private donor gatherings (virtual donor forums, conferences, etc.) and help Internews’ technical staff secure an active speaking role at donor events.

Estimated Days: 10 days each for Health/US programs over the course of a month, reaching out to the top 25 prospects in each sector. (50 donor meetings total).

Completed by November 12th

Phase Four: Support formal Concept Notes and/or Proposal Support: Support Internews’ US Programs and Health teams to develop concept

notes, ideas for consideration and proposals that would appeal to these donors. Work with Internews' Private Development team to organize donor meetings and secure grants to fund the new project concepts/ideas.

Estimated days: TBD based on outcomes of Phases I – III above.

Completed by December 31st

30 days (Remaining to be allocated based on likely prospects and/or need)

III. Administrative Information

Delivery Schedule: As described above.

Acceptance Criteria: As set by Internews Project Coordinator (Director of Private Sector Development, Global Development)

1. Internews Project Coordinator: Salma Samad
2. Consultant Project Coordinator: _____