Lands for Life Program - Fundraising Landscape Analysis
Request for Proposals

Overview

Rare is a global leader in driving social change for people and nature. For over 45 years, across 60 countries, we have inspired and empowered millions of people and their communities to shift their behaviors and practices to protect our shared planet.

Rare is seeking expert support for the development of the next phase of its regenerative farming program Lands for Life as it evolves from a successful pilot to a transformative model for the future of smallholder agriculture. We are seeking input to help us evaluate and optimize our fundraising strategies, identify potential opportunities, and strengthen our fundraising efforts for this important program.

Lands for Life

Rare’s Lands for Life Program seeks to transform and reimagine how we farm for the future. Through Lands for Life, Rare partners with farming communities in Colombia to implement regenerative and low-carbon agriculture as a powerful climate solution.

The Program is Rare’s answer to increasing food and economic security among the world’s smallholder farmers. We believe Lands for Life model holds the key to transforming smallholder agriculture as a climate solution, in Colombia and beyond.

Nearly a quarter of the world’s greenhouse gas emissions come from land use and agriculture combined. Lands for Life focuses its work in Meta, the second-largest contributor of GHG emissions among Colombia’s 32 departments. The program uses Rare’s behavior-centered design approach tailored to motivating farmer’s actions for climate and livelihoods. It empowers farmers to shift to regenerative agriculture and more sustainable ranching to protect Colombia’s soil, water, and biodiversity.

Rare’s research has shown that farmers make decisions based on two social variables: social proof and social pressure. Past efforts to help farmers adopt positive behavioral changes have failed because the programs didn’t incorporate these variables. By training more extension agents, associations, and local authorities, Lands for Life is building local capacity and in-country knowledge, offering lasting development benefits for other regions beyond Meta. This knowledge transfer can transform territories at a landscape level, increasing productivity and incomes while mitigating and aiding adaptation to climate change.

Following a successful pilot phase the Program is poised to scale. To ensure its long-term success we recognize the need to enhance our fundraising strategies and explore innovative approaches to secure funding for growth of the Program over the next 5-10 years.
Scope of Work

Rare is seeking an organization or individual to carry out a fundraising landscape analysis (across all key donor types) based on the Lands for Life Program’s revised strategy and case for support.

Rare will provide materials to facilitate a full understanding of the Lands for Life Program and Rare overall, as well as our initial analysis of the funding landscape and case for support. This will include interviews with key staff to share details of the Program’s evolution, growth expectations and potential for internal and external collaborations.

Regular meetings will be held throughout the project to review progress and ensure alignment with the desired outcomes.

The key tasks for the project include, but are not limited to, the following:

1. Comprehensive Fundraising Landscape Analysis:
   - Conduct an in-depth analysis of the fundraising landscape specific to regenerative agriculture. To include interviews with at least 10 key players in the regenerative agriculture arena.

2. Comparative Analysis:
   - Identify and analyze other organizations in the regenerative agriculture arena and refine niche for Rare based on unique points of differentiation.

3. Opportunities Assessment:
   - Identify potential untapped fundraising opportunities or new fundraising channels that align with the goals of the Lands for Life program.
   - Conduct a feasibility study to assess the viability and potential impact of implementing identified fundraising opportunities.

4. Recommendations and Action Plan (due Monday 25 September 2023)
   - Provide a detailed report summarizing the findings of the analysis, including strengths, weaknesses, opportunities, and threats specific to fundraising for the Lands for Life Program.
   - Develop a comprehensive set of actionable recommendations tailored to the Program's needs, including strategies for diversifying fundraising streams, engaging qualified donor prospects and maximizing donor stewardship.

5. Report development:
   - Present the findings and recommendations to Rare's leadership team and stakeholders.

How to apply

Proposal Submission: Please submit your proposal electronically in PDF format at L4Lproposal@rare.org no later than 10 July 2023 (5.00pm ET). The successful applicant will be notified by 17 July 2023. The proposal should include the following:

1. Cover Letter:
   - Briefly introduce your organization and provide an overview of your qualifications and experience relevant to this project.
   - Confirm your understanding of the scope of work outlined above.
   - Include contact details for your organization's primary point of contact.

2. Approach and Methodology:
• Describe your approach to conducting the fundraising landscape analysis, including the research methods and tools you will employ.
• Provide an outline of the key steps and milestones involved in completing the project.
• Estimate the timeline required to deliver the final report and recommendations.

3. Qualifications and Experience:
• Highlight your organization's expertise and experience in conducting similar fundraising landscape analyses, particularly within the nonprofit, agriculture and sustainable development sectors.
• Provide information about key personnel who will be involved in the project and their relevant qualifications.

4. Budget:
• Provide a detailed budget breakdown, including fees, expenses, and any additional costs associated with the project, not to exceed a total of USD 30,000.

5. References:
• Include references from previous clients or organizations for whom you have conducted similar analyses.

Selection Process:
The selection of the expert or organization will be based on the evaluation of the proposals received. Shortlisted candidates may be invited for an interview or asked to provide additional information. Rare reserves the right to accept or reject any proposal received and to negotiate changes to the scope of work, budget, or timeline with the selected expert.

Confidentiality:
All information and documentation provided in the proposal will be treated as confidential and used solely for the purpose of evaluating proposals.

If you have any questions or need further clarification, please contact Jennifer Ruocco (jruocco@rare.org).