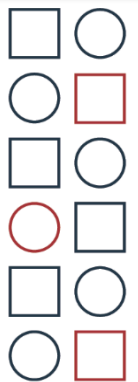
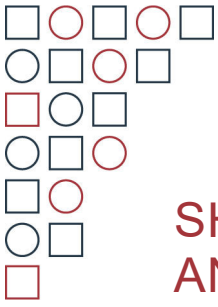


Expression of Interest No: DOS 20-19-2024

Door-opening and appointment setting services in the US market

**Deadline for receipt of submissions:
October 16 2024 at 11.59pm Ottawa (EST) time**





SHORT-TERM CONSULTANT: DOOR-OPENING AND APPOINTMENT SETTING SERVICES IN THE US MARKET

TERMS OF REFERENCE

Nutrition International is recruiting an individual consultant, team of consultants or firm to perform the duties specified in this ToR. Nutrition International is committed to the fundamental principles of equal employment opportunity.

BACKGROUND AND RATIONALE

Nutrition International (NI) seeks a world where everyone, everywhere is free from malnutrition and free to reach their full potential. We deliver low-cost, high-impact nutrition interventions to those who need them the most. We serve as a bridge between evidence and action at scale, utilizing research, technical assistance, and advocacy to influence and improve domestic and international policies, programs, and resources for nutrition.

NI is nearing the end of its latest Strategic Plan and Investment Case, which set out its priorities and approach for 2018-2024 and a revenue target of \$700 million. NI is in the midst of planning for its next Investment Case and has ambitious goals for the future. To help achieve this, NI is seeking to grow and diversify its donor base, particularly through private donors (ultra-high-net-worth individuals [UHNWIs], private foundations, and corporations).

To deliver on this, NI is looking to grow its capacity in prospecting, outreach, and door-opening/appointment setting, with the goal of meeting more qualified donor prospects and securing more donations. NI is looking to engage a consultant firm or individual to conduct this work.

OBJECTIVES OF THIS CONSULTANCY

The primary objective of this consultancy is to enhance NI's business development efforts for the private sector by conducting a strategic outreach to secure qualified meetings and engagement opportunities with decision makers and representatives of potential donors.

TIMELINE

This is a short-term consultancy, anticipated to take place within a six-month period, as soon as January 2025.

APPLICATION PROCEDURE

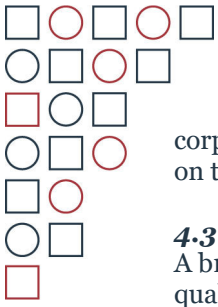
Interested consultants/firms are invited to submit an Expression of Interest (EOI) that includes the following components:

4.1 Brief Expression of Interest:

A concise statement outlining the consultant/firm's interest in the project and their suitability for the role. This should include a brief overview of the consultant/firm's capacity and readiness to undertake the scope of work.

4.2 Summary of Relevant Experience:

A high-level overview of the consultant/firm's experience in prospecting and fundraising, particularly from ultra-high-net-worth individuals (UHNWIs), private foundations, and



corporations in the US market. Relevant examples of past engagements may be included, focusing on the outcomes and strategic impact rather than detailed case studies.

4.3 Key Qualifications of the Team:

A brief introduction to the key team members proposed for this project. This should include their qualifications, relevant experience, and roles within the team. Detailed CVs are not required at this stage.

4.4 High-Level Approach:

An outline of the general approach the consultant/firm would take to meet the objectives of the consultancy. This should be a conceptual overview, highlighting key strategies and methodologies to be employed, without the need for a detailed work plan.

4.5 Indicative Budget Range:

Instead of a detailed budget, provide an indicative budget range to give an understanding of the expected costs. This should include a general breakdown of anticipated costs without requiring a full financial proposal.

4.6 Capacity to Deliver:

A statement on the consultant/firm's capacity to deliver the required services within the specified timeline, including any relevant logistical and operational capabilities that would support the successful completion of the project.

SUBMISSION

Interested consultants or consultancy firms are invited to submit their proposal by email to proposals@nutritionintl.org before **October 16th, 2024, 11:59pm, Eastern Standard Time** (Ottawa time). The document should **not** exceed five pages.

EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- Relevance and strength of the consultant/firm's experience in the US market.
- Demonstrated ability to engage with and secure meetings with high-value prospects.
- Appropriateness of the proposed high-level approach.
- Qualifications and experience of the proposed team members.
- Feasibility of the indicative budget range and capacity to deliver within the timeline.

NEXT STEPS

Shortlisted consultants/firms will be invited to submit a more detailed proposal, including a comprehensive work plan and budget.

For any questions or further clarification, please contact: proposals@nutritionintl.org.