



ActionAid USA (AAUSA), part of the ActionAid International (AAI) Federation, is a U.S. based 501(c)3 organization working to advance women's rights, social justice, and human rights around the globe. In its 25+ year history, AAUSA has built a strong institutional funding base, a nascent but growing major gifts program, and a small but predictable regular giving program. However, it has not historically invested in building a significant individual giving program in the United States.

Therefore, AAUSA is seeking a U.S.- based consulting firm to assess the feasibility of entering and growing within the highly competitive and saturated U.S. individual giving market. The objective is to understand what organizational capabilities, investments, and strategies would be required to build a successful and sustainable individual giving program.

Purpose

The selected consultant will conduct a market scoping study that answers the following questions:

- Is there viable opportunity for ActionAid USA to grow a meaningful individual giving program in the current U.S. fundraising landscape?
- What would it take in regard to investment, staffing, marketing, and organizational readiness to successfully compete among similar peer organizations?
- What are the most realistic pathways for market entry and long-term growth?

The engagement should provide practical and evidence-based recommendations to inform AAUSA's strategic investment decisions.

Scope of Work

The consultant should:

- Assess the current U.S. individual giving landscape, including trends, donor behavior, and competitive dynamics.
- Benchmark AAUSA against comparable organizations (of similar size, structure, and mission) with successful individual giving programs.
- Evaluate AAUSA's current organizational readiness, including brand and market positioning, fundraising capacity, and digital presence.
- Identify key opportunities, challenges, and risks associated with entering the market at this stage.
- Recommend a phased approach for developing a competitive individual giving program.

The study should include a high-level financial model that outlines:

- Estimated investment required over the first three years (at least).
- Recommended staffing and operational costs.
- Donor acquisition costs and growth assumptions.



- Revenue projections under conservative, moderate, and ambitious scenarios.
- Estimated timeline to sustainability or return on investment.

Deliverables

The consultant will provide:

- A final report that includes:
 - Executive summary
 - Market assessment
 - Organizational readiness analysis
 - Competitive benchmarking
 - Financial modeling and investment scenarios
 - Key risks and success factors
 - Strategic recommendations and a phased roadmap for implementation
 - A project workplan and methodology
- A presentation of these findings to key AAUSA and AAI leadership and staff should be included.

Timeline

The project should begin upon contract award and be completed within **one month**.

Budget

The available budget for this engagement is **USD \$12,000–18,000**, inclusive of all fees and expenses.

Proposal Requirements

Proposals should include:

- Firm overview and relevant experience
- Proposed methodology and workplan
- Project team and roles
- Examples of similar engagements
- Proposed timeline
- Budget and fee structure



- Two to three client references

Evaluation Criteria

Proposals will be assessed based on:

- Relevant experience conducting fundraising, market, or organizational assessments
- Understanding of the U.S. individual giving landscape and philanthropic sector
- Strength of the proposed methodology
- Experience with financial modeling and strategic planning
- Overall value for money

Submission

Please submit proposals in PDF format to: info@actionaid.org with the subject line “Individual Giving Market Scoping Proposal.”

ActionAid USA reserves the right to reject any or all proposals and to negotiate with the selected firm before finalizing the scope of work.