

Request for Proposal (RFP)

Fundraising Consulting Services for the Cast the Net Campaign – Anglican Diocese of Toronto

Diocese of Toronto Context

The Anglican Diocese of Toronto is seeking proposals from qualified fundraising consulting firms to provide strategic counsel, campaign planning, and implementation support for a proposed diocesan-wide capital and stewardship initiative known as **Cast the Net**. Details of the plan and its vision can be found here <https://www.toronto.anglican.ca/about-us/cast-the-net>.

The Diocese encompasses approximately 190 parishes representing a broad range of sizes, demographics, geographic locations, and financial capacities. Over 55,000 people are identified on church rolls and nearly 20,000 giving units financially support the ministry of the diocese.

The campaign emerged from the Diocese's strategic visioning process and is intended to strengthen the long-term ministry, mission, and financial sustainability of both parish and diocesan ministries.

A diocesan-wide feasibility study was conducted during the first quarter of 2025. The study indicated approximately 70% stakeholder support for proceeding with a comprehensive campaign. While the results were positive, in November 2025 Diocesan Synod determined that prevailing circumstances made the timing unsuitable for immediate launch and elected to defer consideration of a full Diocesan campaign.

In April 2026, Synod Council authorized the development of a voluntary pilot initiative involving approximately ten parishes prepared to move forward immediately. The broader diocesan campaign will be reconsidered by Synod during the fourth quarter of 2027.

The Diocese is seeking a consulting partner capable of supporting both the near-term pilot campaign and the planning framework for a future diocesan-wide campaign in a manner consistent with the Anglican ethos, values, mission.

Campaign Vision

The long-term vision is a coordinated fundraising effort involving up to 190 parishes over several years, with a collective objective of raising **at least \$35 million in charitable commitments** payable over a five-year pledge period.

The campaign is expected to:

- Strengthen parish financial sustainability.
- Support local parish mission priorities.
- Build on a culture of stewardship and generosity throughout the Diocese.

- Demonstrate the value of coordinated diocesan fundraising efforts.
 - Establish systems, training, and best practices that can be replicated across participating parishes.
 - Encourage legacy giving in support of long-term ministry needs in the parish and diocese.
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Scope of Work

The successful consultant will be asked to propose a comprehensive approach addressing both the pilot phase and potential diocesan-wide implementation.

Phase I: Pilot Campaign (2026–2027)

The Diocese seeks support for a voluntary campaign involving approximately ten parishes representing a variety of parish typologies.

Consulting services may include:

Campaign Planning

- Review and refinement of campaign objectives.
- Assessment of participating parish readiness.
- Campaign case development and messaging.
- Goal-setting recommendations for participating parishes.
- Development of campaign timelines and benchmarks.

Volunteer Leadership Development

- Identification and recruitment strategies for campaign leadership.
- Training of clergy, wardens, campaign chairs, and volunteers.
- Development of volunteer manuals and campaign materials.

Major Gift Strategy

- Gift table development.
- Prospect identification and cultivation strategies.
- Coaching for solicitation teams.
- Training in donor conversations and gift requests.

Campaign Management

- Campaign tracking systems and reporting tools.
- Ongoing coaching and consultation.
- Regular progress reviews and recommendations.

Evaluation

- Assessment of pilot outcomes.
 - Identification of lessons learned.
 - Recommendations for diocesan-wide scaling and implementation.
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Phase II: Diocesan-Wide Campaign Planning

Should Synod Council authorize a broader campaign in 2027, the Diocese seeks recommendations regarding:

- Campaign structure and governance.
 - Parish participation models.
 - Staffing requirements.
 - Volunteer leadership structures.
 - Communications strategy.
 - Campaign branding and public launch planning.
 - Stewardship integration.
 - Multi-year implementation scheduling.
 - Risk assessment and mitigation strategies.
 - Gift acceptance and campaign policies.
 - Technology and reporting requirements.
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Expected Deliverables

The successful consultant will be expected to provide practical tools, recommendations, and campaign materials that support both the pilot initiative and future diocesan-wide planning. Expected deliverables may include:

- A detailed pilot campaign plan, including timeline, milestones, parish engagement strategy, and implementation schedule.
 - Parish readiness assessment tools and recommendations for participating parishes.
 - Campaign case development support, including messaging framework and draft case materials.
 - Gift table, goal-setting recommendations, and major gift strategy for the pilot campaign.
 - Volunteer leadership structure, recruitment guidance, and training materials for clergy, wardens, campaign chairs, and parish volunteers.
 - Campaign tracking, reporting, and progress review templates.
 - Regular written progress updates and strategic recommendations during the engagement.
 - A final pilot evaluation report identifying outcomes, lessons learned, risks, opportunities, and recommendations for diocesan-wide scaling.
 - Recommendations for future diocesan-wide campaign governance, staffing, communications, technology, reporting, and implementation structure.
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Consultant Qualifications

Proposals should demonstrate:

- Experience managing multi-site capital, endowment, or comprehensive campaigns.
- Experience working with religious organizations, faith communities, educational institutions, or other decentralized organizations.
- Experience managing campaigns involving volunteer leadership structures.
- Proven success with campaigns of more than \$25 million.

- Capacity to provide strategic counsel, training, and implementation support across multiple locations.
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Proposal Requirements

Proposals should include:

1. Firm Overview

- History and background of the firm.
- Relevant experience.
- Key personnel assigned to the engagement.

2. Proposed Methodology

- Approach to the pilot campaign.
- Recommendations regarding preparation for a future diocesan-wide campaign.
- Description of deliverables and milestones.

3. Relevant Experience

Please provide examples of comparable campaigns including:

- Organization type.
- Campaign goal.
- Amount raised.
- Scope of engagement.
- References.

4. Proposed Scope of Services

Clearly identify:

- Services included.
- Services considered optional.
- Assumptions and limitations.

5. Fee Proposal

Please provide:

- Total fixed fee for Phase I.
- Fee for Phase II planning support.
- Any retainer arrangements.
- Travel expenses and reimbursement policies.
- Optional service pricing.

The Diocese is particularly interested in understanding the anticipated total cost of consulting support relative to campaigns of this size and complexity.

6. References, Insurance & Risk

Provide at least three references from comparable engagements (other Anglican diocese, faith-based non-profits, or large Canadian charities) within the last five years.

We require professional liability, cyber liability, and commercial general liability insurance. Where appropriate, the successful candidate will be required to name the Diocese as an additional insured.

Describe your own risk-management and quality assurance process and how they support the Diocese's risk framework (see Canon 5: <https://www.toronto.anglican.ca/wp-content/uploads/2026/01/Canon05.pdf>).

Evaluation Criteria & Scoring Transparency

Proposals will be evaluated based on:

- Technical Approach & Understanding of Anglican Context – 35%
- Relevant Experience with Faith-based, Not for Profit or Large Canadian Charities – 25%
- Fee Proposal – 15%
- Team Qualification and Stability – 15%
- References & Risk/Compliance Posture – 10%

Please provide separate technical and financial proposals.

Privacy, Data Governance & PIPEDA Compliance

The Diocese of Toronto has a Privacy Standards Policy (see: www.toronto.anglican.ca/parish-administration/privacy/?lang=en). Applicants are required to confirm that they will handle and personal information in accordance with our three-level classification system (Highly Restricted/Confidential/General), consent principles, retention rules, and safeguards.

Proponents must include a conflict of interest and confidentiality declaration with their submission. The declaration should disclose any actual, potential, or perceived conflicts of interest, including prior or current relationships with the Diocese, participating parishes, clergy, lay leaders, donors, vendors, or other parties that could reasonably be seen to affect the proponent's objectivity, independence, or ability to act in the best interests of the Diocese. Proponents are also expected to identify how any disclosed conflict would be managed or mitigated. The Diocese reserves the right, in its sole discretion, to determine whether a disclosed conflict is acceptable, requires mitigation, or disqualifies a proposal from further consideration. If selected, the successful proponent will be required to maintain strict confidentiality and sign a data-processing agreement incorporating the Diocese's privacy obligations before any personal information is shared.

Anticipated Timeline

Milestone	Date
RFP Issued	Early July 2026
Proposal Deadline	August 31, 2026
Consultant Interviews	September 2026
Working Group Recommendation	October 2026
Finance Committee Approval	November 2026
Synod Council Approval	November 2026
Pilot Campaign Planning Begins	Winter 2026/27
Pilot Campaign Launch	Q2 2027
Diocesan Synod Reconsideration of Campaign	Q4 2027

Consultant interviews will be one hour in length with members of the Selection Working Group. Questions will be circulated in advance. A clarification interview of shortlisted candidates may be required, which may extend the approvals process.

Desired Outcome

The Diocese seeks a consulting partner who can help demonstrate the viability of a parish-based fundraising model through a successful pilot initiative while positioning the Diocese to launch a broader **Cast the Net** campaign capable of generating at least **\$35 million in commitments over a five-year pledge period** should Synod authorize expansion in 2027.

Submission Instructions

Proposals should be submitted by email to Mr. Peter Misiaszek, CFRE, Director of Stewardship Development, at pmisiaszek@toronto.anglican.ca no later than August 31, 2026.

The deadline for questions and requests for clarification is July 24, 2026. Questions should also be submitted by email to Mr. Misiaszek at the address above.