



# Request for Proposals (RFP)

## Business Development Consultant

**Issued by: NASTAD**

**Issue Date: July 10, 2025**

**Deadline for Submission: August 8, 2025**

### Overview of NASTAD

NASTAD is a leading non-partisan, non-profit association that represents public health officials who administer HIV and hepatitis programs in the U.S. Our mission is to advance the health and dignity of people living with and impacted by HIV/AIDS, viral hepatitis, and intersecting epidemics by strengthening governmental public health systems and leveraging community partnerships. Our vision is a world committed to ending HIV/AIDS, viral hepatitis, and intersecting epidemics.

Our work advances NASTAD's four strategic priorities: 1) Strengthen public health systems for HIV and hepatitis prevention, surveillance, and care; 2) Advance health and racial equity, and stigma elimination, focusing on disparately impacted communities; 3) Implement integrated approaches to address HIV, hepatitis, STIs, harm reduction, and the social determinants of health; 4) Strengthen organizational excellence within NASTAD and its member jurisdictions.

NASTAD employs a diverse team of passionate staff with deep expertise in HIV and hepatitis public health. We center racial justice, anti-racism, and anti-white supremacist principles as we approach and conduct our work.

### Purpose

NASTAD is seeking a seasoned Business Development Consultant with a proven track record in securing large-scale private, philanthropic, foundation, and federal funding. The consultant will help diversify our funding portfolio and support our long-term sustainability by identifying high-impact opportunities and cultivating new funding relationships.

NASTAD is located in Washington, DC, and has an annual budget of approximately \$22 million, with about 90% of funding from federal sources. The Business Development Consultant will be a remote contractor. The anticipated timeline for this project is 4 – 6 months, starting in August 2025.

### Scope of Work

The consultant will deliver:

1. Key Informant Interviews

- Conduct 10 – 15 interviews with key stakeholders (internal and external) to better understand NASTAD’s strengths, perceived impact, gaps, and readiness for federal and non-federal funding partnerships
- 2. Landscape Analysis
  - Conduct an in-depth analysis of the funding landscape related to:
    - HIV
    - Hepatitis
    - Drug user health
    - Leadership Development
    - Health equity
    - Syndemic/Integrated/Co-morbidity
    - Policy and advocacy
    - Legal and regulatory research
    - Public health systems (data, financial, insurance, etc.)
  - Identify trends and potential funders (e.g., private foundations, philanthropic organizations, federal agencies) that align with NASTAD’s mission and funding priorities
- 3. Funder Prospecting & Relationship Building
  - Identify and vet at least 10 funding opportunities with grant amounts of \$250,000 - \$1,000,000+
  - Leverage existing relationships with relevant funders and make targeted introductions where possible
  - Recommend opportunities for revenue-generating strategies (e.g., fee-for-service models)
- 4. Recommendations & Fundraising Strategies and Tools
  - Provide a final report with tailored recommendations, including:
    - Priority funding targets
    - Actionable steps for cultivation
    - Timeline for proposal submissions
    - Readiness considerations and capacity needs
    - Resources (e.g., human and financial) needed to best position NASTAD for diversifying our funding portfolio
    - Tools or models to guide NASTAD’s ongoing business development strategies
    - Recommendations on maximizing existing internal structures and organizational capacity

## Deliverables

- Workplan and Timeline
- Landscape Analysis Report
- Interview Summary and Thematic Findings
- List of Recommended Funding Opportunities
- Fundraising Strategies, Tools, and Recommendations Report
- Virtual Presentation to NASTAD Leadership

## Consultant Qualifications

The ideal consultant will have:

- Demonstrated experience securing large-scale grants from private/foundation sources for a nonprofit organization that does not provide direct services

- Strong, existing relationships with national and regional funders
- Preferred subject matter expertise in infectious disease (e.g., HIV, hepatitis), health equity, and/or policy
- Preferred experience using Instrument1 and/or other similar business development platforms
- Experience working with federally funded nonprofits
- Experience working with membership organizations
- Commitment to racial justice, equity, and anti-racism in public health
- Excellent communication and stakeholder engagement skills

## Budget

The budget for this consultancy is **up to \$50,000**, inclusive of all consultant fees, travel, materials, and administrative costs. Cost-effectiveness and demonstrated value will be considered in the proposal evaluations.

## Proposal Requirements

- 1. Cover Letter (1 page max)**
  - Describe your interest in the engagement.
  - Summarize your relevant experience, approach, and alignment with NASTAD's mission and values.
  - Identify your availability.
- 2. Proposal Narrative (3-5 pages)**
  - **Approach and Methodology**
    - Describe how you will conduct the key informant interviews, landscape analysis, funder prospecting, and strategy development.
  - **Workplan and Timeline**
    - Provide a proposed workplan with major milestones, deliverables, and estimated timelines.
  - **Stakeholder Engagement**
    - Describe how you will engage NASTAD leadership, staff, and external stakeholders.
  - **Capacity and Readiness Assessment Approach**
    - Explain how you will assess NASTAD's organizational readiness and make recommendations for capacity building.
  - **Fundraising Strategy Development**
    - Outline your approach for developing actionable fundraising recommendations, models, and tools.
- 3. Consultant Biography (Qualifications, Experience, and Expertise)**
  - Describe relevant experience, including:
    - Securing large-scale private/foundation grants.
    - Working with federally funded nonprofits and membership organizations.
    - Subject matter expertise in infectious disease (e.g., HIV, hepatitis), health equity, and/or policy.
    - Experience with legal, regulatory, and public health systems.
  - Highlight existing relationships with national and regional funders.
  - Provide bios and resumes for all team members who will be involved in the project.
- 4. Client References (minimum 3)**

- Include name, title, organization, phone, and email.
- Preferably from similar consulting engagements or clients in the public health, nonprofit, or funding sectors.
- 5. **Work Samples**
  - Submit 1-2 relevant work samples demonstrating your ability to conduct similar landscape analyses, fundraising strategies, or funder prospecting reports.
- 6. **Budget and Cost Proposal**
  - Provide a detailed budget, including:
    - Hourly or project-based rates.
    - Estimated total cost.
    - Any anticipated expenses (e.g., travel, technology, transcription services, etc.).
  - Include rationale for the cost proposal.

## Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Relevant experience and qualifications
- Proposed approach and understanding of the work
- Demonstrated funder relationships and fundraising success
- Budget and cost-effectiveness
- References and work samples

## Proposal Submission

Applicants should submit proposals by **Friday August 8, 2025** to Angela Johnson at [ajohnson@NASTAD.org](mailto:ajohnson@NASTAD.org) with the subject line: **Business Development Consultant RFP**. Questions or requests for clarification should be directed to Angela Johnson at [ajohnson@NASTAD.org](mailto:ajohnson@NASTAD.org). Thank you for your interest in this opportunity.