

Request for Proposal

Events Fundraising and Participation Growth

Issued by: The Dementia Trust

Contract Type: Fixed term service agreement (6 months)

Commission purpose: Events Fundraising and Participation Growth

Time commitment: 2 days per month for 6 months (12 days total)

Rate: £200 per day plus VAT

Location: Remote / hybrid (online meetings; in-person by exception)

Report to: Chair and Lead Officer

Duration: 6 months from start date

About the Dementia Trust

The Dementia Trust is a UK-based, volunteer-led charity committed to improving the lives of people with dementia and their carers. Our work is rooted in compassion, creativity and practical impact, delivered through strategic grant-making, sector advocacy and purposeful storytelling. Our flagship programmes include the Disruption Awards and the newly launched Impact Accelerator.

Purpose of this commission

We are seeking experienced, values-led development support to build events participation and supporter conversion over six months through a realistic events programme, including Kiltwalk participation.

Ways of working and expectations

This is a volunteer-led charity context. We are looking for someone who can work independently, communicate clearly, and keep delivery moving with light-touch governance.

- Provide services with due care, skill and ability and use best endeavours.
- Be available on reasonable notice for information or assistance needed to unblock delivery.
- Do not incur expenditure or bind the Trust unless authorised in writing.
- Comply with relevant Trust policies, including social media, information systems and equal opportunities.
- Maintain confidentiality and return or delete Trust information at termination.
- Comply with anti-bribery, anti-corruption and relevant obligations under the Criminal Finances Act.

Reporting rhythm

- One monthly online check-in, scheduled to fit within contracted days.
- A short monthly written update (1-2 pages) covering progress against KPIs, activity completed, pipeline movement where relevant, issues or risks, and next steps.

Systems and information management

The provider should be comfortable with accurate record keeping for prospects and supporters and maintaining a clear audit trail.

Scope and responsibilities

- Register the Trust for relevant Kiltwalk events, where registration is required, and maintain an events tracker.
- Develop a corporate recruitment approach, including targets, outreach templates and follow-ups.
- Produce a digital-first Fundraising Pack and supporter journey, including welcome, tips, story prompts, assets list, stewardship and a thank you pathway.
- Identify additional suitable events and recommend a realistic programme.

KPIs

- Trust registered with agreed Kiltwalk events in the period.
- For each Kiltwalk event, encourage corporate participation with up to 10 walkers per event, tracked through an outreach and sign-up funnel.
- Events programme proposal completed, including at least three additional opportunities assessed and recommended.
- Fundraising Pack completed and ready to deploy.

Proposal format

Please submit a short proposal (maximum 2 pages) including:

- Relevant experience and examples of comparable work.
- Your approach and methodology for this Lot.
- Capacity and availability across the 6 months.
- Pricing and VAT status.
- Assumptions, dependencies and what you need from the Trust.
- Two referees (we will not contact without permission).

Evaluation criteria

- Relevant experience and quality of previous work - 40%
- Approach and methodology - 30%
- Capacity and structure - 15%
- Value for money - 15%
- Submit to: Sonia Mangan, sonia@dementiatrust.org

Pricing summary

- 12 days x £200/day = £2,400 (ex VAT)
- If VAT is charged at 20%, VAT = £480 and total = £2,880 (inc VAT)