



MARION ART CENTER REQUEST FOR PROPOSALS

BACKGROUND

For almost seventy years, the Marion Art Center (the MAC) has operated as a nonprofit community cultural organization dedicated to promoting the visual and performing arts. The MAC is a dynamic non-profit organization offering a broad range of cultural experiences both in our historic building and across our community. You can attend art exhibits, theater productions, and music concerts, as well as find creative workshops, classes, and clubs for both children and adults. The MAC also sponsors community events such as ArtWeek Southcoast, Art in Bloom, Cuttyhunk Plein Air Festival, Reading Frederick Douglass Together, Arts in the Park, and the Marion Halloween Parade. The 2024 operating budget for the MAC is \$368,500.

In 2023 the MAC board of directors undertook a year long process to develop a strategic plan to set out priorities for the MAC for the next three years. The strategic plan is available at <https://www.marionartcenter.org/wp-content/uploads/2023/10/MAC-SP-FINAL-9.21.23approved.pdf>.

Two of the challenges facing the MAC's long-term financial sustainability are 1) communicating to the public the need for financial support. Surveys conducted as part of the strategic plan process indicated that members of the public do not know why the MAC needs to fundraise and 2) the ongoing effort of growing and maintaining the MAC's base of supporters; either as members and/or donors. Through the development and implementation of an all-inclusive fundraising plan, coupled with expanded marketing and outreach, the MAC will increase its overall revenue to ensure the MAC's long-term sustainability.

THE PROJECT

The MAC board of directors is looking for an experienced development professional to assist the MAC Executive Director, the Marketing Manager and the Development Committee with developing an all-inclusive, annual fundraising plan that will substantially increase revenues for the MAC.

Currently the MAC:

- Seeks new members and donors throughout the year via our website, through appeals made at theater and musical performances, cultural events and similar venues.
- Hosts an annual July fundraising party, *Cocktails by The Sea*.
- Does an annual appeal for funds to members and community residents from October through December.

In addition to developing this plan, the professional will also assist the Executive Director with writing grant applications from the period commencing from the start of the contract through Summer 2025.

QUALIFICATIONS

All applications should be sent to Ms. Jodi Stevens, Executive Director of the MAC at jodi@marionartcenter.org. Applicants should have at least three years of employment or consulting experience with small to mid-sized nonprofit organizations.

Applications must include:

- Full contact information for the applicant
- Hourly rate charged
- A detailed resume
- At least two professional references, including email and telephone contact information
- The deadline for applying is July 31, 2024.

Questions regarding this RFP should be directed to Ms. Stevens at the above email address or at 508-748-1266.