**ESTHER Switzerland**, hosted by the Institute for Social and Preventive Medicine (ISPM), promotes institutional health partnerships between Swiss hospitals, universities, laboratories, research institutions and institutions in low- and middle-income countries through knowledge generation, sharing of best practices and policy input with the goal of contributing to Universal Health Coverage and Health System Strengthening.

**Fundraising Consultant - ESTHER Switzerland**

Temporary appointment

The objective of the fundraising consultancy will be to render ESTHER Switzerland more sustainable by diversifying funding sources. Additional funding to complement SDC funding should be secured through the development of an effective fundraising strategy including strategic and creative search for potential funders and donors, tailored messages and corresponding marketing material.

**The tasks of the consultant will be the following:**

1. Develop a fundraising strategy, harmonized and coordinated with the communication strategy, including key messages for various target groups, marketing material and channels in order to attract more funders.
   a. Identify potential donors, funders and partners, from local to national opportunities and going beyond Switzerland.
   b. Research which donors, funders and partners may be interested in ESTHER Switzerland, and identify individually applicable key selling points to apply for their funding.

2. Develop fundraising material, as adequate for the developed fundraising strategy, that is tailored to the identified potential funders and donors, as well as an implementation strategy.

A total number of about 30 working days between February 2020 and December 2020 may be allocated to the consultant / consultancy team. The bulk of the working days will be between February and May, for the development of the fundraising strategy, the identification of potential funders and donors and key messages on how to approach them, while the remaining days should be used for implementation/ proposal writing and other ways of approaching funders.

**The fundraising consultant(s) should demonstrate:**

- Very good knowledge of the fundraising landscape in Switzerland and beyond with a view on health and development
- Creativity in identifying potential funders beyond classic health and development funders.
- Good knowledge of the Swiss health sector and its variety of actors
- Up to date knowledge and experience in fundraising within the field of development and health
- Up to date knowledge and experience in the development of fundraising and marketing strategies for non-profit organizations
- Knowledge of different modalities in development cooperation (project, programme, policy dialogue, partnerships; multilateral and bilateral work, etc.)
- Knowledge of the Swiss development cooperation system and of the SDC health policies.
- Knowledge in public health, especially in development context
- Familiarity with Institutional Health Partnerships (IHP)
Please make sure to consult the following document for more detailed information:

For further information do not hesitate to contact the ESTHER Switzerland Project Manager: Dörte Petit: doerte.petit@ispm.unibe.ch

The consultancy proposal should be structured as follows:

- Cover page with name and contacts of the consultant(s)
- Interpretation of the mandate
- Outline of a fundraising strategy to demonstrate understanding of the task, including target groups, key messages and preliminary ideas of funders and donors, where to search, fundraising messages and material.
- Methodology
- Timeline
- Budget
- Consultant(s) expertise/ examples of previous work (weblink)
- Annexes: CV, note on possible conflict of interest

The consultancy proposal should not exceed 10 pages (excluding annexes)

Please send your proposal by February 25th 2020 to Dörte Petit, doerte.petit@ispm.unibe.ch.