



# APPALACHIA FUNDERS NETWORK

*learning  
analysis  
collaboration*

**Project:** 2024 Annual Gathering Facilitation & Back-End Administration

**Organization:** Appalachia Funders Network | [appalachiafunders.org](http://appalachiafunders.org)

**Contact:** Ryan M. Eller, Executive Director | [Ryan@appalachiafunders.org](mailto:Ryan@appalachiafunders.org)

**RFP Submission Deadline:** Feb. 19, 2024

## **Project Overview and General Scope of Work:**

The Appalachia Funders Network is excited to announce its 2024 Gathering scheduled for April 24-26 in Charleston, WV. The Gathering serves as a dynamic exploration of current issues impacting our work as funders. It offers a unique opportunity to nurture existing relationships, welcome new members, and deepen our shared regional analysis. Our multi-day event combines skill-building workshops, insightful panels highlighting the work of regional funders and practitioners, and presentations by federal agencies and regional leaders spearheading key initiatives. A dynamic Program Planning Team, composed of AFN members, crafts a rich menu of blended learning and cultural experiences.

- **Event and Site Management**
  - Coordination with Hotel and AFN Staff.
  - Support with Registration (tracking, administration, and on-site).
  - Vendor research and vetting (note that most of this is handled by the venue, Marriott).
  - Project Management support to ensure decisions are made promptly.
  - Event coordination support (set-up, break-down space) and fielding logistical questions from participants.
- **Facilitation**
  - Expert facilitation support (as needed) to ensure participants are engaged and equity is centered. Estimated no more than 1-4 on-site facilitation sessions (60-90 mins each).
  - As needed, coaching AFN Staff and Leaders in creative approaches that foster an inclusive and participatory environment.
- **Logistics and Funders Tour Support**
  - Identification of transportation options, schedules, etc. in coordination with the Planning Team.
- **Communications and Public Relations**
  - Prepare and send press materials.
  - Support AFN staff in the design of printed and digital materials and website content.

- Identification of a photographer and/or videographer (or support in that regard).
- Ensuring sponsorship recognition on designs.
- Cultural Programming Support
  - Work with AFN Staff and the Planning Team to identify artists, creatives, etc. that provide participants with a unique and meaningful experience.
  - Recommend/organize other elements that would enhance the experience of participants and deepen the event’s impact.

For an example of this event’s agenda, please see last year’s program on our website here:

<https://www.appalachiafunders.org/2023-gathering-program>

**Budget Range:** \$ 19,000 - \$31,000 Depending on scope and areas of particular expertise.

**Timeline:**

Feb 19	Proposals Due
Feb 23	Selected consultant contacted
Late February	Initial call with consultant to refine scope, creative vision, work plan, timeline, and deliverables. Contacts made with Hotel and AFN Staff and Registration Support Begins
Early March	Communications plan established, ad copy developed and distributed for marketing the Gathering Designs of printed and digital materials and website content are finalized
Mid-late March and early April	Targeted press releases developed and shared for pre-gathering press attention and/or post Gathering announcements of activities/impacts The program is finalized and printed
April 23-26	On-Site Annual Gathering Facilitation & Support
April 27-May 18	Pitch stories and publish article(s) intended to attract investment attention on Central Appalachia.  Post-Event Surveys, Assessment, and Follow-Up

**Proposals and Selection Criteria:** Proposals should present a general overview of your experience, roles for you and/or colleagues, budget, and approach/philosophy. Special priority will be given to consultants within the Central Appalachia region with particular knowledge of Charleston, WV.

**Submission:** The deadline for proposals is no later than 5:00 pm Eastern Standard Time on Monday, February 19, 2024. You may submit your proposals via email to [ryan@appalachiafunders.org](mailto:ryan@appalachiafunders.org).