



REQUEST FOR PROPOSALS

Consultancies

Fundraising Strategy Support

ORGANISATIONAL CONTEXT

ECPAT International is a global network of organisations working together for the elimination of the sexual exploitation of children (SEC) in all its manifestations i.e., exploitation of children in prostitution, online child sexual exploitation, sale and trafficking of children for sexual purposes, sexual exploitation of children in travel and tourism and some forms of child, early and forced marriage. The ECPAT Network currently consists of 143 member organisations working at national and local levels in 114 countries.

The ECPAT International Secretariat coordinates the global work of the organisation and is based in Bangkok, Thailand. The Secretariat designs and implements global and regional level programmes, and undertakes programming, advocacy and research and facilitates a range of network initiatives.

INTRODUCTION

ECPAT International is entering a period of significant fundraising transition. Longstanding core funding streams are ending, government development budgets across Western Europe and North America are contracting, and several private foundations have reduced, redirected or withdrawn support. Broader geopolitical and economic shifts have made donors more risk-averse, with increasing scrutiny on mandates involving sexual exploitation, human rights, gender equality and advocacy, and a growing preference for support to locally driven work and to grassroots actors.

Internally, these pressures coincide with an expanding fundraising workload, reduced staff capacity, and the challenge of adapting narratives, pitches, and materials for very different donor cultures: not only traditional government donors, but also faith-based organisations, private sector actors, philanthropists, high-net-worth individuals, and emerging ecosystems in Asia and the Gulf. These audiences expect relationship-driven engagement, tailored messaging, strong visuals, and concise, outcome-focused proposals, requiring skills and approaches not yet systematically embedded across the organisation.

To navigate this environment, ECPAT is adopting a multi-part, modular approach to fundraising support. Rather than relying on a single consultant or a single set of skills, ECPAT is seeking contributions from multiple individuals with diverse expertise who can collectively strengthen access, tools, systems, and staff capabilities.

The following three Terms of Reference outline opportunities for contributors to support ECPAT in complementary ways:

- A. expanding **access** to new philanthropic networks, high-asset individuals and decision-makers, including in Asia and in the Gulf region;
- B. developing and improving **tools, materials, and systems**, as well as better packaging ECPAT's existing approaches, products and expertise, required to engage with private sector and philanthropic fundraising; and
- C. strengthening staff **capacity**, across teams, to engage effectively with private sector and philanthropic fundraising.

These ToRs are intentionally flexible, allowing for one-off assignments, specialised contributions, coaching or training roles, and longer-term, light-touch engagements depending on the contributor's expertise and ECPAT's evolving needs.

Candidates are encouraged to express their interest and capacities to fulfil one or several of the three opportunities mentioned above.

KEY OBJECTIVES

- A. Individuals contributing under this first pillar on **access** may support one or more of the following objectives:
 - 1) Identify priority contacts, networks, and spaces aligned with ECPAT's emerging fundraising directions.
 - 2) Facilitate introductions or act as a bridge to relevant individuals or institutions, where appropriate.
 - 3) Provide strategic intelligence on donor cultures, expectations, and norms across regions.
 - 4) Support ECPAT staff in preparing for high-value engagements or events.
 - 5) Contribute to the development of a long-term access, reputation and relationship-building strategy.
- B. Individuals contributing under this second pillar on **tools, material and systems** may support one or more of the following objectives:
 - 1) Audit and analyse existing fundraising materials and identify opportunities for improvement and better packaging of existing products and approaches.
 - 2) Develop new donor-facing tools that are concise, visually compelling, and suited to different donor audiences. This may include adapting existing drafts or developing new materials from scratch.
 - 3) Provide hands-on support to draft, edit, structure, or package proposals and concept notes (traditional and non-traditional).
 - 4) Develop and deliver training or coaching for staff on using templates, visual tools, and messaging frameworks.
 - 5) Strengthen ECPAT's internal quality standards, systematic learning approaches, and systems for private funding and philanthropic fundraising materials.

- 6) Support narrative adaptation for different donor cultures, including philanthropic environments and private sector decision-makers.

C. Individuals contributing under this third pillar on **capacity building** may support one or more of the following objectives:

- 1) Strengthen staff capacity to pitch ideas, and other programmes, clearly and compellingly to private sector, philanthropic, and faith-based donors.
- 2) Build skills for developing concise, value and story-driven, and outcome-focused narratives.
- 3) Support staff in adapting language, tone, approaches and framing for different donor cultures and expectations.
- 4) Help staff understand donor behaviours across regions, including Asia and the Gulf, with attention to relationship-building norms and expectations.
- 5) Provide light support for improving traditional fundraising practices, including clarity of messaging and presentation.
- 6) Improve internal collaboration, confidence, and coherence around fundraising approaches.

DURATION

Flexible and dependent on the nature of the contribution. Individuals may support ECPAT for a limited number of targeted actions or engage on a longer-term, light-touch basis. Consultant(s) will be mobilised along the year 2026.

PROFILE OF DISTRIBUTORS

Individual candidates are encouraged to submit their candidacy and indicate which of the three pillars (access, tools & material, and capacity building) they are confident they can deliver. Candidates can apply for several pillars at the same time. Companies and organisations can apply, as long as the profile and CV of the staff that would deliver the project is clearly specified.

Candidates come from a range of backgrounds, including but not limited to:

- Philanthropy or family office networks
- Private sector leadership
- Diplomatic, political or multilateral circles
- Faith-based institutions
- Social impact or development sectors
- Regional expertise in Asia or the Gulf
- Communications and narrative development
- Graphic design or visual communication
- Marketing, branding, or content development
- Strategic fundraising writing (traditional and non-traditional donors)

- Proposal development, donor engagement, or philanthropic advisory
- Experience in child protection or social impact (an asset, not required)

Key attributes include:

- Strong networks relevant to fundraising ecosystems
- Discretion and professionalism
- Ability to operate in high-trust environments
- Insight into the expectations and cultures of different donor types
- Ability to translate complex content into clear, compelling donor language
- Strong visual or written communication skills
- Understanding of diverse philanthropic and private sector fundraising expectations
- High responsiveness and ability to work with deadlines

COORDINATION AND COMMUNICATION

Contributors will collaborate primarily with the Executive Director and Monitoring, Learning and Development Lead. Coordination with staff or supervisory board members may occur where relevant.

CONFIDENTIALITY

All contacts, introductions, and donor-related information will be treated with strict confidentiality.

ADDITIONAL INFORMATION

- This is a home-based position using own equipment and communication tools.
- Due to our global team, the consultants should be regularly available for online calls in various time zones.
- All work will be conducted in English.
- The distributors are expected to act at all times in a manner consistent with the values of ECPAT International and in compliance with the organisation's policies and procedures including Child Safeguarding Policy and the Code of Conduct.

OUR COMMITMENT

- As ECPAT's International Secretariat we recognise that our strength lies in the diversity of the people who make up our global network, staff, volunteers and consultants. We are committed to being an inclusive workplace where people of all backgrounds and cultures can thrive and be themselves. This means we will challenge ourselves to do better and to continue learning, to create and maintain a working environment steeped in respect, tolerance, safety, and where all parties are valued equally.
- As a child-focused organisation, ECPAT has a strong commitment to child safeguarding and rigorous procedures, and the successful candidate will be required to sign our 2 codes of conduct.

EXPRESSION OF INTEREST:

Please submit an email to vacancy@ecpat.org, with the subject line: **“NAME – Fundraising Strategy”**. Kindly include the following documents:

- CV detailing relevant experiences
- Indication of daily fee in USD (working days to be agreed based on agreed deliverables)

Due to the high volume of applications we may receive, we are not able to respond to every application. If you have not heard back from us within 3 weeks from the deadline, it means that your application has not been successful.

SUBMISSION DEADLINE

The application deadline will be closed on 15 February 2026; however, additional applications will continue to be accepted and reviewed on a rolling basis until further notice.