Organizational Background
TeenSmart is a 501c3 established in Washington State, which in 2004, founded JovenSalud.net, a free, public-use, interactive web platform that provides health education content, interactive life-skills courses, and personalized coaching to 60,000+ Spanish-speaking youth. Today TeenSmart is respected and known throughout the region, as evidenced from receiving key awards including the Carlos Slim Award for Exceptional Health Institution of Latin America; A second place JK Visionaries Award, which is the highest honor bestowed by the Interamerican Development Bank (IDB) to recognize extraordinary organizations working in innovative ways to improve lives; and a Certificate award from Viva Idea Schmidheiny for top five social impact NGOs in Latin America. These types of recognition are encouraging and reinforce the importance of our vision and mission, the widespread magnitude and need, and the impact that we are having. Our favorite video that truly shares our vision and hope is: TeenSmart International: for a Better Central America https://www.youtube.com/watch?v=mE7pCxVObzQ

Project Description
Harnessing the power of technology to engage, equip and empower teens to make healthy lifestyle choices, has allowed TeenSmart to keep its budget low with a stable income (generated through diverse channels) at around $300,000 for the past five years. However, in order to scale out to reach more youth throughout the Americas in a sustainable way, we seek to create a TeenSmart International Long-term Sustainable Major Gifts fundraising strategy. Therefore, this project would 1) Research and describe the long term sustainable major gift strategies being used by financially stable NGOS in Latin America and beyond and their secrets of success. 2) Research, describe, and analyze the pros and cons of the legal requirements and instruments available to set up long-term major gift options (wills, living legacies, endowments, five year major gift commitments etc. and make recommendations, 3) Provide options and recommendations for cost effective fund management, and how to calculate and manage the draw down interest percentages, 4) Propose a cultivation and communications plan and calendar to support the development of a Long-term Sustainable Major Gifts fundraising strategy for TeenSmart International.
Travel Required?
No

Deliverables
The desired deliverable for this project is a major gift fundraising manual that outlines a SWOT analysis of various strategies for TeenSmart long term financial sustainability and then proposes best practices and a timeline of activities, ideally with communications strategies and examples.

Key Tasks for Consultants
Key tasks would include a literature review around small non-profit endowments, Skype interviews of existing donors.