

TERMS OF REFERENCE & CALL FOR APPLICATIONS:

Consultant – Campaign fundraising strategy

Part-time consultancy (flexible hours, as per project needs)

Remote / work-from-home

Consultancy fee: USD 10,000

Duration of agreement: October 2025 - March 2026

Purpose: To bolster the sustainability of the Support. Don't Punish campaign by diversifying its funding base through strategic donor mapping, tailored engagement, and the development of high-quality proposals aligned with the campaign's values.

1. Background

The *Support Don't Punish* campaign is a global grassroots initiative that promotes drug policies that protect — rather than undermine — health, human rights and social justice. The campaign seeks to shift narratives, policies and resources away from punitive approaches, while raising awareness of evidence-based, people-centred harm reduction responses instead.

First launched in 2013, the campaign activities centre on the annual Global Day of Action, on the 26th of June. The 2025 edition was the thirteenth such occasion and saw participation from 260 cities of 80 countries from all around the world. The *Support Don't Punish* campaign truly is one-of-a-kind in this sector, and the demand on the ground remains as high as ever, with the most recent 'call for expressions of interest' receiving a record 233 applications for small advocacy grants to resource participation. While energy and appetite for participation are at an all-time high, the funding landscape for this work is one of dramatic shifts and challenges.

To strengthen the sustainability and growth of the campaign, and of the local advocacy efforts in every continent, the International Drug Policy Consortium (IDPC) — as the campaign's host organisation — is seeking the services of a highly motivated, experienced and creative **Fundraising Strategy Consultant** to help guide our work, identify funding opportunities, and support the development of high-quality proposals aimed at securing new donors and resources.

2. Objective of the Consultancy

The objective of this consultancy is to secure the diversification of donors and sources of revenue for the *Support Don't Punish* campaign, building on successes to date, by identifying new funding opportunities and supporting the development and submission of attractive funding proposals.

3. Scope of Work

The successful consultant will:

- Map and identify potential donors, funds, foundations and other funding mechanisms for the *Support Don't Punish* campaign — with a focus on opportunities outside of the drug policy reform sector, but who may nonetheless be attracted to the campaign's social justice, civic participation and accountability, intersectional organising, public health and human rights values and goals.
- Review existing fundraising materials and approaches for the campaign, including a newly developed 'case for support' and 'theory of change'.
- Liaise with existing and past campaign donors, and the campaign's 'Leadership Network', to understand their perspectives and views.
- Provide strategic advice on positioning the campaign for donor engagement, including refining key messages to align with donor priorities (without compromising on the core values of the campaign), and identifying priority leads from the mapping above.
- Help identify and leverage connections and possible leads / introductions that can be made with the identified donors and funding mechanisms.
- Contribute to the drafting of at least five new funding proposals, concept notes, cover letters and/or other communications, tailored to specific donors identified above.
- Attend regular Zoom/Teams check-ins with IDPC's Campaigns and Communications Manager throughout the contract period.

4. Deliverables and Timeframe

This consultancy is expected to be carried out between October 2025 and March 2026 (6 months), although some flexibility may be possible. An anticipated timeline would be:

- *Month 1:* Onboarding and research about the campaign, liaising with key individuals, etc.
- *Month 2:* Delivery of a detailed donor mapping report identifying around 30 new potential donors, funds, foundations or other funding mechanisms whose priorities and funding history align with the campaign.
- *Month 3:* Virtual presentation and discussion of mapping results to the IDPC team and the campaign's Leadership Network; identification of priority targets.
- *Months 4, 5, 6:* Delivery of draft proposals or concept notes for identified donor opportunities.

At the end of the consultancy period, a brief report summarising activities, outcomes and strategic recommendations should also be delivered to IDPC before the final payment instalment is made.

5. Reporting and Management

The successful consultant will report to IDPC's Campaigns and Communications Manager for the duration of the project. Although the IDPC Secretariat has a presence in Ghana, the Netherlands, Thailand and the United Kingdom, this is a remote consultancy opportunity open to suitably qualified and experienced individuals worldwide.

6. Required Qualifications and Experience

- Proven track record in fundraising for the non-profit sector, and/or for social change, advocacy, human rights or similar campaigning.
- Demonstrated experience and success in donor mapping, proposal writing and donor engagement.
- Strong understanding of relevant global funding landscapes, such as for social justice, civic participation and accountability, intersectional organising, public health and human rights values.
- Experience in fundraising for community- and grassroots-led movements would be particularly welcomed.
- Excellent writing, communication and active listening skills in English. (Knowledge of other languages is an advantage.)
- Ability to work independently to a high standard and deliver high-quality outputs within deadlines.

Please note that prior experience in, or understanding of, drug policy reform is not required.

We celebrate diversity and welcome applications from all suitably qualified persons regardless of their race, gender, disability, culture, religion/belief, location, sexual orientation or age.

7. Application Process

Interested candidates should submit:

- A *short proposal* (maximum 2 pages) comprising a statement of motivation, a proposed approach and methodology for the assignment, a daily consultancy rate and number of days required, and a proposed timeline.
- A *CV* (maximum 3 pages) clearly outlining relevant experience, and including two references from previous consultancy work on similar projects that you are happy for us to contact if needed.

Applications should be sent to campaign@idpc.net by noon (UK time) on Monday, 8th September 2025, with "Fundraising Strategy Consultant" in the subject line.

Any questions or clarifications relating to these Terms of Reference should be sent to campaign@idpc.net.

8. Funding and Fee

This project is funded by the Elton John AIDS Foundation as part of their ongoing support for the Support Don't Punish campaign. The maximum consultancy amount is USD 10,000, but proposals and payments can be made in any currency. Payment will be divided between a 50% initial payment on signature of the consultancy contract, and a final 50% upon satisfactory delivery of all relevant deliverables and the final report.

9. Further Information

- The main *Support Don't Punish* campaign website <https://supportdontpunish.org/>
- The recent 'lifetime evaluation' (2013-2023) of the campaign <https://supportdontpunish.org/wp-content/uploads/2025/06/SDP-Final-Report-Final.pdf> and its related website: <https://supportdontpunish.org/from-the-roots-up-the-support-dont-punish-campaigns-lifetime-evaluation-2013-2023/>
- Summary Report from the 2024 Global Day of Action: https://supportdontpunish.org/wp-content/uploads/2025/01/GDAAction_Report_2024.pdf