



## **National Physical Activity Plan Consultant**

### **Statement of Purpose**

The National Coalition for Promoting Physical Activity (NCPA) is seeking a Washington, DC based consultant with experience and established relationships in the health promotion/physical activity arena and ability to serve as the leader for the implementation phase of the nation's first National Physical Activity Plan (NPAP). The initial area of emphasis will be on fundraising and marketing to include seeking grants from charitable foundations, corporations, etc. to enhance our organizational capability to move the National Plan forward.

### **Contract Duration**

The Foundation intends to enter into an agreement for independent Consulting Services for approximately 6 months, beginning in November, 2009.

### **Description of NCPA**

NCPA is a coalition comprised of a diverse blend of associations, health advocacy organizations, and private corporations. Since 1996, NCPA has been working for a healthier, more active America. As a coalition, NCPA's strength is in its numbers, in the diversity of its membership, and in the level of commitment that each of its member organizations brings to the goal of creating a healthier America through physical activity.

NCPA received the first of a series of capacity building grants from the Robert Wood Johnson Foundation (RWJF) in 2000 with the intent of establishing itself as an organization designed to play a leadership role in promoting physical activity. Both RWJF and NCPA envisioned an organization that would provide essential educational, networking, and policy advocacy functions at the national level. Since then, NCPA has become a self-financing organization that currently operates totally independently of foundation grants. The Coalition has become an important educational and advocacy voices in America for health promotion and disease prevention through fitness and physical activity. NCPA has been selected to provide the leadership for the implementation of the National Plan.

### **Scope of Work**

The Coalition is seeking a consultant with extensive experience and established relationships in the health promotion/physical activity arena to direct the implementation phase of the nation's first National Physical Activity Plan. The successful candidate will have superior relationship building experience, expertise and success in grant acquisition and enhanced communications skills. Consultant will also demonstrate a creative approach to cultivating new donors and leveraging current NCPA assets and contacts. Additionally, the consultant will work with the Coalition to coordinate the efforts of a wide variety of key stakeholders in implementing the programs, strategies, and policies as detailed in the National Physical Activity Plan (publication expected in early 2010) and expanding NCPA's visibility.

One of the primary focus areas of work will be on the development and implementation of a formalized, integrated, results-driven fundraising strategy (such as grants, sponsorships, gifts, etc.) with a goal of

sustaining the National Plan in the future. This will include management of the various components of such development activities and serving as a good fiduciary of these funds.

The consultant will work in concert and cooperatively with the NCPPA Executive Director as well as the National Plan's Coordinating Committee to implement the strategies, programs, and policies contained in the National Plan according to the framework provided by NCPPA. This will involve identifying and engaging key stakeholder organizations and establishing open and regular lines of communication with said organizations in order to move the plan from words to action.

*Qualifications and Requirements*

- Familiarity and pre-existing knowledge of funding sources favorable to health promotion and physical activity.
- Ability to lead and carry out the research and development of funding requests and reports as well as regular progress reports.
- Comfort engaging in cultivation, solicitation and stewardship of donors, sponsors and other key stakeholders
- Prior experience working with nonprofit organizations
- Prior grant writing and/or fundraising experience
- Demonstrated success managing multiple projects and operating with purpose, urgency and accuracy in a fast-paced, deadline-driven environment
- Excellent interpersonal, oral and written communication skills, including an ability to speak compellingly about the Coalition and the National Plan and their missions and funding goals to individuals and groups within the corporate and foundation sectors. Utilize those same skills to motivate organizations to take on leadership of specific National Plan strategies for implementation.
- Excellent organizational, time management, project management and follow-up skills; high sense of urgency; demonstrated ability to meet deadlines and successfully handle multiple projects concurrently
- Ability to work both independently and collaboratively

***Position will remain open until filled***

***Contact Information:***

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