

Development Operations & Database Consultant

Interim consulting engagement supporting fundraising systems, campaigns, reporting, and departmental transition.

ORGANIZATION	Red River Theatres, Concord, New Hampshire
PROPOSAL REVIEW	Proposals reviewed on a rolling basis
ANTICIPATED START	As soon as possible
ENGAGEMENT TERM	Approximately 5–6 months, with the possibility of extension by mutual agreement

About Red River Theatres

Red River Theatres is a nonprofit independent cinema located in downtown Concord, New Hampshire. Our mission is to provide high-quality programming that brings the community together to engage, grow, and connect through film. Our fundraising program includes individual giving, membership, annual appeals, major donors, sponsorships, grants, and special events.

Background and Purpose

Red River Theatres is seeking an experienced consultant to provide hands-on development operations and fundraising support during a significant staff and systems transition. Our longtime Development Director will leave the organization on August 28, 2026. She has managed a substantial portfolio of development work and institutional knowledge, and the Executive Director will assume leadership of several time-sensitive projects while continuing her regular responsibilities.

The consultant will help stabilize operations during this transition, ensure that critical fundraising and database projects remain on track, and bring an objective perspective to our systems, workflows, staffing needs, and long-term development strategy. This is a hands-on engagement: we are looking for someone who can both advise and directly complete work.

Engagement Priorities and Scope of Work

1. DonorPerfect and GiveCloud transition support and optimization

- Support the final stages of Red River’s nearly completed transition from Neon CRM to DonorPerfect, GiveCloud, and INDY Cinema Group with an emphasis on data accuracy, usability, and long-term sustainability.
- Review migrated constituent records, gift history, memberships, pledges, recurring gifts, codes, attributes, notes, and other relevant data to confirm that information transferred accurately and is structured appropriately.
- Identify and correct duplicate, incomplete, inconsistent, or incorrectly mapped records; recommend and complete additional data cleanup as needed.
- Validate the migrated data through reconciliation, sampling, exception reports, and documented quality-control checks, working with Red River staff and vendor implementation teams to resolve outstanding issues.

- Review and refine DonorPerfect configuration, including coding structures, acknowledgments, segmentation, moves management, campaign tracking, data-entry standards, and user permissions.
- Review, update, and test GiveCloud donation forms and integrations, including DonorPerfect mapping settings, donation processing, recurring gifts, donor experience, receipting, the donor portal, and the accuracy of data flowing into DonorPerfect.
- Plan and support the separate manual import of donor profiles and other appropriate constituent data into GiveCloud so donors, including existing monthly sustainers, can access the donor portal.
- Coordinate and validate the time-sensitive transfer of existing monthly sustainer recurring payment credentials from NeonPay to SafeSave within the required vendor timeline.
- Complete and import relevant NeonCRM data not included in the standard backup, including account-level email data and available campaign letter and tracking history, while preserving reliable record matching.
- Review, refine, and test the Constant Contact integration with DonorPerfect and configure the email, acknowledgment, and letter templates and workflows needed across DonorPerfect, GiveCloud, and Constant Contact.
- Work closely with the Executive Director to create reports, dashboards, workflows, and systems that support Red River's development plan and ongoing fundraising activities.
- Document procedures and provide practical training to the Executive Director and relevant staff.

2. Reporting, data management, and development operations

- Assess current reporting needs and create reliable, repeatable DonorPerfect reports and dashboards for leadership, board, finance, campaigns, and donor stewardship.
- Develop reports for revenue by campaign/fund/appeal, donor retention and acquisition, lapsed and upgraded donors, membership, major-donor activity, LYBUNT/SYBUNT, appeals, and other key performance indicators.
- Establish naming conventions, data-entry standards, reconciliation procedures, report definitions, and routine data-hygiene practices.
- Create clear documentation so reports and processes can be maintained after the consulting engagement ends.

3. Annual appeal data and production support

- Provide data and production support to the Executive Director for the annual appeal. The initial broad mailing is targeted for the week before Thanksgiving 2026, with a smaller personal-note follow-up mailing before Christmas. The Executive Director will lead the appeal strategy and write the copy.
- Prepare and quality-check mailing lists, including segmentation, exclusions, deduplication, householding, and other list-management needs.
- Create and apply appropriate ask strings and giving ladders using donor history and criteria established with the Executive Director.
- Communicate directly with the printer and mail house; manage data files, specifications, deadlines, proofs, and production details; and keep the Executive Director informed of progress and decisions needed. Work backward from the target mail dates and vendor lead times to establish and manage a realistic production schedule.
- Establish campaign codes and reports in DonorPerfect and GiveCloud to track appeal results.

4. Fall membership campaign data and reporting support

- Provide data and reporting support for Red River's Fall Membership Campaign, traditionally held September 1 through October 31. The Executive Director and Red River staff will lead campaign strategy, messaging, marketing, and communications.
- Prepare membership lists and segments needed to support campaign communications.
- Maintain accurate membership and campaign data across DonorPerfect, GiveCloud, and INDY Cinema Group.

- Establish campaign codes and reports, monitor results, and provide regular performance updates to the Executive Director.
- Help identify data inconsistencies or reporting issues associated with the transition of membership management to INDY Cinema Group. Red River Theatres' Director of Operations will lead the POS implementation.

5. Major-donor data and reporting support

- Provide data and reporting support to the Executive Director as she manages Red River's major-donor program and donor relationships.
- Create reports to identify and segment current and prospective major donors based on giving history, engagement, and criteria established with the Executive Director.
- Prepare donor profiles, giving histories, and other requested information in advance of donor meetings.
- Maintain accurate contact reports, meeting notes, next actions, and follow-up dates in DonorPerfect based on information provided by the Executive Director.
- Create reports that help the Executive Director monitor major-donor activity, outstanding follow-up, portfolio progress, and giving results.

6. Development department assessment and transition planning

- Review the work previously managed by the Development Director, current staff capacity, workflows, calendar, systems, and division of responsibilities.
- Identify immediate operational gaps and recommend realistic interim solutions.
- Offer recommendations for the future Development Director role, departmental structure, priorities, required skills, and opportunities to improve efficiency and results.
- Develop a transition roadmap and provide knowledge transfer to staff and, when hired, the next Development Director.

Expected Deliverables

- A prioritized work plan with milestones, responsibilities, dependencies, and risks, updated throughout the engagement.
- A reviewed, validated, and cleaned DonorPerfect database, with outstanding migration issues resolved and data-quality findings and reconciliation procedures documented.
- Reviewed and tested GiveCloud donation forms, with accurate data flow into DonorPerfect documented and confirmed.
- A configured and tested GiveCloud donor portal, with required donor-profile data imported and integration mappings documented.
- Completed transfer and validation of eligible recurring payment credentials from NeonPay to SafeSave, coordinated within vendor deadlines.
- Relevant supplemental NeonCRM email and campaign history imported into DonorPerfect, with record-matching methods documented.
- Reviewed and tested Constant Contact integration and core donor communication templates and workflows.
- A core reporting package in DonorPerfect, including written report definitions and instructions for running and interpreting each report.
- Documented development operations procedures, data standards, and recurring reporting calendar.
- Annual appeal mailing lists, segmentation, ask strings, printer and mail-house coordination, campaign coding, and performance reports.
- Membership campaign data, segmentation, reconciliation, and performance reporting.
- Major-donor reports, profiles, giving histories, contact records, and follow-up tracking in DonorPerfect.
- A written assessment and recommendations for future development staffing, role design, systems, workflows, and strategy.
- Training and knowledge-transfer sessions for the Executive Director and relevant staff.

Required Qualifications

- Demonstrated, hands-on expertise with DonorPerfect, including configuration, data imports/migrations, custom reporting, calculated fields or filters, segmentation, acknowledgments, campaign coding, data hygiene, and staff training.
- Experience leading or supporting a donor CRM migration and validating financial and constituent data after conversion.
- Strong nonprofit fundraising operations experience, including annual appeals, membership or recurring giving, donor segmentation, gift processing, stewardship, and reporting.
- Ability to build reports that are accurate, repeatable, understandable to nontechnical users, and useful for decision-making.
- Experience working directly with senior leadership during a staffing transition and the ability to shift between strategy, project management, and execution.
- Excellent communication, documentation, organization, and follow-through; comfort managing several time-sensitive workstreams.
- Ability to maintain donor confidentiality and follow sound data-security practices.

Preferred Qualifications

- Experience with GiveCloud, Neon CRM, cinema membership programs, or POS-to-CRM integrations.
- Experience developing or strengthening a major-donor program for a small or mid-sized nonprofit.
- Experience assessing development department structure and helping define or recruit a senior development role.
- Familiarity with nonprofit arts, cultural, membership-based, or community-serving organizations.
- Availability for occasional on-site work in Concord, New Hampshire, although much of the engagement may be completed remotely.

Working Relationship and Estimated Commitment

The consultant will report to and work closely with Angie Lane, Executive Director. The consultant will also coordinate with Sam Doyon, Director of Operations; the outgoing Development Director during the initial transition period (if possible); other staff; vendors.

Respondents should recommend a level of effort and engagement structure based on the scope and deadlines. Red River anticipates that the work will be most intensive from late August through November 2026, with a reduced level of support afterward for stabilization, documentation, and transition planning. Proposals may recommend a monthly retainer, project fee, hourly structure with a not-to-exceed amount, or a phased combination.

Proposal Requirements

Please submit a concise proposal that includes:

- A brief description of your understanding of Red River's needs and your proposed approach.
- Specific examples of your DonorPerfect experience, especially migrations, configuration, report development, and user training. Please name the types of reports you have built and your role in producing them.
- Relevant experience with GiveCloud, Neon, membership programs, annual appeals, major donors, and development department transitions.
- A proposed work plan, timeline, estimated weekly or monthly availability, and any assumptions or recommended phasing.
- The individual(s) who would perform the work, including short biographies and each person's role. Identify any work that would be delegated or subcontracted.
- Fee structure, estimated total cost or range, reimbursable expenses, and invoicing schedule.

- Two or three relevant client references, preferably including at least one DonorPerfect migration or reporting engagement.
- Disclosure of any actual or potential conflicts of interest.

Submission and Selection Process

Please email proposals in PDF format to Angie Lane, Executive Director, at alane@redrivertheatres.org. Proposals may be reviewed as they are received, and Red River may begin interviews before that date. Please use the subject line “Development Consultant Proposal.”

Selected candidates may be invited to a brief interview and asked to provide a sample or demonstration of relevant DonorPerfect reporting work, with all client-identifying and confidential information removed. Red River Theatres may modify the scope, request clarification, negotiate with one or more respondents, or decline to award a contract. Questions may be directed to Angie Lane at alane@redrivertheatres.org