



## **Request for Proposals (RFP) - Event Coordinator**

### **About Shalom Farms**

Shalom Farms is a nonprofit, food justice organization. We believe that everyone deserves equitable access to nourishing food and meaningful opportunities to grow, choose, cook and enjoy that food. On our two Certified Naturally Grown farms we work with thousands of volunteers each year to produce more than 200,000 pounds of fruits and vegetables, which we distribute throughout the Richmond, VA, metro region through a variety of programs and partnerships.

We host three signature events annually to raise funds, engage our community, and promote awareness of food justice. We are seeking an experienced contract Event Coordinator to plan, manage, and execute these events in alignment with our mission and goals.

### **Scope of Work**

The selected Event Coordinator will be responsible for:

1. **Event Planning and Logistics**
  - Develop and manage timelines, budgets, and work plans for each event.
  - Coordinate event locations, permits, vendors, and contracts.
  - Oversee design and layout of event spaces.
2. **Volunteer and Staff Coordination**
  - Collaborate with Shalom Farms' staff and volunteers to define roles and responsibilities.
  - Provide leadership and oversight during pre-event setup, execution, and post-event teardown.
3. **Marketing and Outreach**
  - Work with Shalom Farms' communications team to promote events through digital, print, and community outreach.
  - Assist with creating event materials, including invitations, signage, and programs.
4. **Day-of Event Management**
  - Ensure smooth execution of each event.
  - Address any unforeseen issues efficiently.
  - Provide excellent guest experience and foster connections to Shalom Farms' mission.
5. **Post-Event Evaluation**
  - Collect and organize post-event feedback from stakeholders.
  - Prepare detailed post-event reports, including financial reconciliation and recommendations for future events.

### **Key Events**

1. **Savor:** An intimate fundraiser focusing on building connections with major donors.

2. **Open House:** A family-friendly event inviting the community to learn more about Shalom Farms and its partners.
3. **Harvest Festival:** A low-key evening for supporters and community members to celebrate our impact.

### **Desired Qualifications**

- Proven experience coordinating nonprofit or mission-driven events.
- Strong project management, organizational, and communication skills.
- Familiarity with Richmond, Virginia's local vendors, venues, and community.
- A passion for food justice and equitable food systems is a plus.

### **Proposal Requirements**

Interested applicants should provide:

1. **Cover Letter:** A statement of interest and qualifications.
2. **Portfolio:** Examples of similar events coordinated, including photos, budgets, and outcomes.
3. **Fee Structure:** A breakdown of costs and payment terms.
4. **References:** At least three professional references with contact information.

### **Submission Details**

- **Deadline:** 1/31/25
- **Submission Email:** [hr@shalomfarms.org](mailto:hr@shalomfarms.org)
- **Subject Line:** "RFP Submission – Event Coordinator Services"

### **Selection Process**

Shalom Farms will evaluate proposals based on experience, alignment with our mission, proposed fees, and overall fit for the role. Interviews may be conducted with shortlisted candidates.

### **Contact Information**

For questions or additional information, contact: Rainey Niklawski, Development Director, [development@shalomfarms.org](mailto:development@shalomfarms.org)

We look forward to partnering with a dedicated Event Coordinator to make these events impactful and successful for our community!