



CITY OF LAWRENCE REQUEST FOR PROPOSAL (RFP)

RFP Number: R1203

Purpose of RFP: The City of Lawrence wishes to retain a Fund Raising Consultant to assist with raising a minimum of \$2 M to aid in the costs associated with the construction of the Lawrence Activity/Wellness Center. Estimated total project cost is \$15M.

RFP Description: Fund raising services to include development of campaign plan, manage the campaign, work with Parks and Recreation Advisory Board and other interested entities for fund raising assistance. Estimated price and terms for services should be provided listing breakdown of scope of services.

Department: Lawrence Parks and Recreation

Contacts: Ernie Shaw/ Mark Hecker
(785) 832-3453
(785) 832-3454
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Site Visit Requirements: None

Copy Requirements: Submit five (5) copies of proposal and one electronic copy in PDF format.

Due Date & Time: January 6, 2012, 5:00 PM.

Deliver To Address:

City Of Lawrence, Kansas
Parks and Recreation Dept.
947 New Hampshire Suite 200 B
Lawrence, Ks. 66044

Project Background:

On October 25, 2011, the City Commission reviewed conceptual plans for a new recreation and wellness facility. At the November 8, 2011 City Commission meeting public comment was solicited and received substantial public support. The Commission directed that staff proceed with further development of this project, including seeking partners for the new facility and moving forward in a process to select firms to assist in architectural design and fundraising.

The proposed facility is anticipated to include a minimum of five gyms, a track, and wellness facility, with an estimated total cost of approximately \$15 million.

Project Scope

1. Campaign Design
 - a. Conduct confidential interviews with top donor prospects
 - b. Develop a campaign plan and calendar
 - c. Support development of a case statement
 - d. Work with city staff, the City Commission, and Parks and Recreation Advisory Board in the development of a campaign plan
 - e. Educate and train boards, staff and volunteers prior to implementation of campaign
2. Campaign Implementation and Launch
 - a. Assist in developing collateral materials for launch of campaign
 - b. Identify donors
 - c. Set goals; develop fundraising strategy and timing
 - d. Donor qualification, cultivation, solicitation and stewardship
 - e. Develop campaign events and work with staff to execute
 - f. Donor recognition and naming opportunities
3. Campaign management
 - a. Focus on active cultivation and solicitation of major gift prospects
 - b. Identify and assist with writing grant proposals to local and national foundations and corporations
 - c. Manage the public information and public relation plan

Firm Qualifications

The selected fundraising consultant must have experience in planning, managing, coordinating and implementing successful large-scale fundraising campaigns.

Proposals should include

1. Background
 - a. Services provided by the firm that relate to a capital campaign.
 - b. Please provide a client list detailing scope and contact information for projects during the past five years.
 - c. Experience of staff that will work on this campaign.
 - d. Provide information on experience working with government agencies.
 - e. Provide a sample of previous work related to completing a capital campaign.

2. Administration, Organization, Pricing and Staffing
 - a. Describe campaign process. What distinguishes your processes and approach from those of others?
 - b. Provide a proposed implementation schedule.
 - c. What information and recommendations will be included in the campaign plan?
 - d. What are your role and responsibilities during a campaign?
 - e. What are your expectations of our organization's boards and staff during the campaign process? Provide information regarding the resources and involvement that you will require from us.
 - f. What will you charge to conduct this campaign? Please list your fees by phase.
 - g. What is your process for incomplete/unsuccessful projects? Will you reduce fees if project fails to reach objectives?
 - h. Provide a list of any other services that may be considered an added value to the City of Lawrence Parks and Recreation Department.
3. References
 - a. Provide three (3) client references, including name, title, organization, telephone number, and email address.

Submittal of proposal for services should be deliver to Parks and Recreation Department, 947 New Hampshire St., Suite 200B, Lawrence Ks. 66044, by 5 p.m. Friday, January 6, 2012. Questions should be referred to Ernie Shaw, Department Director (785) 832-3453 or Mark Hecker, Department Asst. Director (785) 832-3454.