



REQUEST FOR PROPOSALS

Professional Services – Fundraiser

RFP# 17-001-FN



Request for Proposals - RFP#17-001-FN – Professional Services - Fundraiser

Summary and Background

The Corporation to Develop Communities of Tampa, Inc. (“CDC of Tampa”) is currently accepting proposals for a Fundraiser. A Fundraiser is sought to achieve greater charitable donations for the benefit of CDC of Tampa’s programmatic services. CDC of Tampa has determined that a Fundraiser is needed to allow new and improved interaction among potential donors.

The purpose of this Request for Proposal (“RFP”) is to solicit proposals from various candidates and candidate organizations, conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate who best represents the direction CDC of Tampa wishes to go.

In the spring of 1992, CDC of Tampa was founded by civic and community leaders to alleviate poverty and physical deterioration within a 'community of neighborhoods' four miles northeast of downtown Tampa, Florida known as East Tampa.

Home to more than 16,000 people, East Tampa has a proud tradition of homeownership and resilience in the face of long-standing racial disparities in housing, employment, education, health care, criminal justice, and private investment.

For 25 years, CDC of Tampa has built a proven track record of deploying strategies that reduce these disparities in the lives of East Tampa residents, as well as residents throughout the Tampa, Hillsborough County and beyond. CDC of Tampa is experienced in delivering programming in the areas of youth success, workforce development, housing counseling and financial capability, as well as residential and commercial real estate development.

Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until 5:00 p.m., EST March 31, 2017. Any proposals received after this date and time will be returned to the sender. All proposals must be signed by an official agent or representative of the company submitting the proposal, or by the individual who intends to perform the services.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

All costs must be itemized to include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by CDC of Tampa's selection committee and will include scope, budget, schedule, and other necessary items pertaining to the project.

Project Purpose and Description

Project Purpose:

CDC of Tampa has relied on internal resources to solicit donations to the organization for its programs and services over the past 25 years. CDC of Tampa is currently seeking a fundraiser to create an environment, and platform for sustained charitable donations to the organization for future programmatic initiatives and services. The Fundraiser will create a new paradigm for CDC of Tampa for the solicitation of monetary, and in-kind charitable gifts and charitable endowments. The Fundraiser will be able to leverage: CDC of Tampa's current profile of charitable contributors; the fundraiser's own professional network of charitable donors; and, establish new frameworks of charitable giving to CDC of Tampa. The Fundraiser will develop on behalf of CDC of Tampa a model for receipt of charitable funds that are recurring and/or from sponsors, contributors, charitable organizations, and other benefactors representing donors who have not previously contributed to CDC of Tampa, or who are unaware of its mission and vision and would like to contribute to its purpose.

Project Description:

CDC of Tampa has celebrated its programmatic contributions to residents of Tampa annually generally via luncheons. These events have recognized the achievements of program participants, local residents, municipal and county elected officials, donors and contributors, and volunteers to the mission of CDC of Tampa.

In 2017, CDC of Tampa will be celebrating its twenty-fifth anniversary as a nonprofit, civic organization. In honor of this anniversary, CDC of Tampa will be hosting an anniversary gala function between September and November 2017. To host the annual events, CDC of Tampa solicits and accepts charitable monetary and in-kind donations from individual, public and private organizations, and other charitable foundations. CDC of Tampa has established a One Hundred Thousand Dollar (\$100,000.) target as its solicitation goal for the 2017 25th anniversary event. CDC of Tampa has further established a target of Ninety Thousand Dollars (\$90,000.) towards capacity building and a capital campaign for current and future initiatives.

CDC of Tampa is supported by local, regional and national funders, including NeighborWorks America--an organization deeply committed to driving and sustaining positive change in communities across our state and around the country.

In the last five years, CDC of Tampa has developed expertise through its participation in an array of national and statewide initiatives, including: Wells Fargo's Neighborhood LIFT, the National Foreclosure Mitigation Counseling (NFMC) program, Florida's Hardest Hit Fund and NeighborWorks America's Catalytic Grant Program.

CDC of Tampa also serves as the 'backbone support organization' for two collective impact initiatives which are tackling two of the region's most complex social challenges: financial stability and violence

prevention. CDC of Tampa has a vision and mission to continue to work toward a thriving Tampa Bay region in which every community is equitable, diverse and engaged.

Fundraising efforts should be professional and focused on all funding sources available to the CDC that are donated to support its 25th anniversary event and to begin capacity building for CDC in the arena of contributing, sustaining, and recurring contributions.

Project Scope

The scope of this project includes all design, development, and establishment of a fundraising platform for CDC of Tampa that will meet or exceed its targeted levels of contributions. The timeline for establishing these contributions and this platform is short, so the Fundraiser will be required to move quickly to meet goals and objectives set forth in this RFP. Time is of the essence.

The selected bidder will be responsible for planning and conducting thorough market research to determine the best strategies for launching a successful campaign towards contributions for the 25th anniversary event, as well as to capacity build for the organization. The Fundraiser will use its professional brand management in conjunction with CDC of Tampa's brand management to establish this fundraising platform and to receipt contributions. The Fundraiser will develop a portfolio of contributors and will be the brand ambassador for CDC of Tampa to engage contributions.

The following criteria must be met to achieve a successful engagement:

- Creation of a successful plan to meet the target of this engagement that will realize targeted donations before or commensurate with the 25th anniversary event
- The successful plan will include identification of any combination of and/or all of the following:
 - Major Gifts fundraisers
 - Planned-giving fundraisers
 - Direct-mailing fundraisers
 - Events fundraisers
 - Capital campaign fundraisers
- Analytical and systematic review and documentation of current donations
- Target forecasting and gap analysis
- Recordkeeping system and reporting for receipt of charitable contributions, both monetary and in-kind in accordance with all federal, state, and local regulations
- Ability to fundraise on behalf of CDC of Tampa without the appearance, whether ostensible, apparent, or real of a conflict of interest with any other nonprofit, civic organization in Hillsborough County, Florida engaged in generally the same or similar services
- Create visually and aesthetically pleasing brand approach to fundraising, including design and production of materials such as posters, Web sites, or newsletters to promote, market, or advertise fundraising events
- Demonstrate professionalism on behalf of CDC of Tampa towards all contributing organizations
- Ability to move quickly to identify viable funding sources
- Ability to close on identified funding sources in a short amount of time and to the levels targeted

- Ability to provide regular reports of all goals achieved and not achieved and to keep CDC of Tampa apprised of all targets met
- Ability to work closely with the Chief Executive and Chief Financial Officers towards all charitable developments and to work collaboratively to identify all potential donors

Request for Proposal and Project Timeline

All proposals in response to this RFP are due no later than 5:00 p.m. EST on March 31, 2017.

Evaluation of proposals will be conducted from April 3, 2017 through April 5, 2017. If additional information or discussions are needed with any bidders during this period, the bidder(s) will be notified.

Bidders who meet the stated criteria for this RFP will be invited to present individually to the fundraising selection committee their approach to meeting the criteria established in Project Scope, above.

Presentations will be scheduled between April 12, 2017 and April 17, 2017. The selection decision for the winning bidder will be made no later than April 18, 2017.

Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed by April 24, 2017.

Notifications to bidders who were not selected will be completed by April 21, 2017.

Project Timeline:

Project initiation phase and project planning phase will run concurrently and must be completed by May 17, 2017. Project planning phase will determine the timeline/schedule for the remaining phases of the project.

Budget

All proposals must include proposed costs to complete the tasks described in the project scope. Costs should be stated as one-time or non-recurring costs (NRC), monthly recurring costs (MRC), or hourly rates (HR). Pricing should be listed by description of task and hourly rate, or total cost in accordance with the format below:

Project Initiation and Planning	NRC	MRC	HR
Market Research	NRC	MRC	HR
Fundraising Plan	NRC	MRC	HR
Fundraising Steps	NRC	MRC	HR

NOTE: All costs and fees must be clearly described in each proposal.

Bidder Qualifications

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience in fundraising including any organizational literature or other marketing or brand management profiles of current fundraising
- Description of experience in fundraising for special and significant corporate events
- List of how many full time, part time, and contractor staff in your organization

- Examples of 3 or more nonprofit organizations with whom your organization has engaged and goals obtained
- Testimonials or Letters of Reference from past clients on your fundraising work
- Anticipated resources you will assign to this project (total number of hours, identification of staff by role, title, experience)
- A full fundraising plan
- Timeframe for meeting targets for this project
- Project management methodology

Proposal Evaluation Criteria

CDC will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- Overall proposal suitability: proposed solution must meet the scope and needs included herein and be presented in a clear and organized manner
- Organization Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Previous Work: Bidders will be evaluated on examples of their work pertaining to fundraising as well as client testimonials and references
- Value and Cost: Bidders will be evaluated on the cost of their solutions based on the work to be performed in accordance with the scope of this project
- Technical expertise and experience: Bidders must provide descriptions and documentation of staff or personal professional expertise and experience
- Presentation: Bidders will be evaluated on the suitability of their presentation to CDC of Tampa's fundraising goals

Each bidder must submit 5 copies of their proposal to the address below by March 31, 2017 at 5:00 p.m. EST:

CDC of Tampa, Inc.
 1907 E. Hillsborough Avenue
 Suite 100
 Tampa, FL 33610