



Enrichment Development Growth Endowment
Fund (EDGE)

Endowment Fund of Multiple of America (aka National
Organization of Mothers of Twins Clubs, Inc)(MOA)

Request for Proposal

For

Professional Communication, Marketing and Fundraising Services

July 15, 2015

Purpose of RFP

The purpose of this request for proposal is to seek professional communication, marketing and fundraising services from a qualified individual or organization that specializes in non-profits, in order to increase the financial reserve of the Enrichment Development Growth Endowment Fund (EDGE).

Multiples of America (aka National Organization of Mothers of Twins Clubs) (MOA) invites qualified, experienced and successful Fundraising Consultants to submit proposals focused on building a long-term base of support for the Endowment Fund from outside of the organization, with emphasis on partnerships with celebrities who have multiple birth children and corporate sponsorships.

To be considered, written proposals responsive to the information requested herein should be submitted electronically by 5:00 p.m. September 15, 2015 to:

Multiples of America EDGE Fund
advisor@multiplesofamerica.org

Background and History

Multiples of America (aka National Organization of Mothers of Twins Clubs, Inc)

The National Organization of Mothers of Twins Clubs, Inc. is a 501 (c)(3) non-profit organization founded in 1960. Multiples of America (aka National Organization of Mothers of Twins Clubs, Inc.) is a brand name for the organization, which was adopted for use by the Board of Directors in 2012.

Multiples of America is a network of local clubs, spanning the United States, for parents, families, and supporters of multiple birth children. The focus of Multiples of America (aka National Organization of Mothers of Twins Clubs, Inc.) is on education and research concerning the unique needs of multiple birth children.

There are two ways to become a member of Multiples of America (aka National Organization of Mothers of Twins Clubs, Inc.). The majority of members join MOA through their local parents of multiples club. Individuals not affiliated with a local club can join the organization with an Individual Affiliate or Professional Affiliate membership.

Mission Statement of Multiples of America (aka National Organization of Mothers of Twins Clubs, Inc.)

In partnering with local support groups, health care providers, researchers, and educators, and with the highest standards of integrity, respect and professionalism, we endeavor to aid parents of multiples and to raise public awareness of the unique qualities of multiple birth families.

Audience

1. Any parent, grandparent or caregiver of multiple birth children (twins, triplets, quadruplets, and other higher order multiples)

2. Local clubs supporting parents, grandparents or caregivers of multiples (members are primarily mothers of multiple birth children)
3. Medical professionals and researchers
4. Education professionals
5. Media and other professional groups seeking information on multiple births
6. Other non-profit organizations (primarily other organizations serving multiples or families with multiple birth children)

Endowment History and Previous Fundraising Efforts

The organization’s endowment was established in 2007 through a vote of the member clubs. An Endowment Committee and Chair was established at the time. In 2008, the fund was named the Enrichment Development Growth Endowment Fund (EDGE). In the ensuing years, the committee has defined policies and procedures, including the types of donations to be accepted into the fund. The committee has also worked to raise awareness of the EDGE Fund internally through organizational communications avenues (i.e. quarterly newsmagazine, monthly online newsletter, mailings and presentations to member clubs and affiliated state organizations). Fundraising campaigns have primarily focused on member clubs and state wide parents of multiples organization. The committee has also developed materials, such as brochures and donation forms for the organizations website, for use in fundraising beyond the scope of the organization.

Mission Statement of Enrichment Development Growth Endowment Fund

The EDGE Fund is established to provide funding for projects outside of the regular operations of Multiples of America (aka National Organization of Mothers of Twins Clubs, Inc.)

EDGE Chair and Committee

Carol Molyneux	Chair
Ellen Johnson	Committee Member
Fredda Merritt	Committee Member
Carol Budsell	Committee Member
Mary Adcock	Committee Member
Gwen Shogren	Committee Member – BOD Liaison
Pam Krell	Advisor

Multiple of America Executive Board of Directors

Kim Ozark	President
Melodie Wisniewski	Executive Vice President

Kim Kostusiak	Education Vice President
Kym Brophy	Membership Vice President
Kim England	Research Vice President
Kelly Heslip	Secretary
Gwen Shogren	Treasurer
Pam Krell	Advisor
Patti Beemer	Parliamentarian

Multiples of America Executive Director

Dawn Keller

Nature of Service Requested

Term of Engagement

The successful proposal will result in a four-month engagement, contingent upon the successful accomplishment of agreed-upon deliverables during the contract period, with the option for an extended or additional agreement to be negotiated by both parties.

Scope of Services

The selected organization or qualified individual will be required to develop and implement a detailed strategic fundraising campaign to attract donations for the EDGE Fund from deep seeded and high profile prospects who have a special interest in support for families with multiple birth children. The campaign will include, but not be limited to, plans to:

- Craft materials to be used when contacting celebrities and other high profile prospects concerning support of MOA's EDGE Endowment Fund through donations and/or appearances at MOA-sponsored events.
- Develop a list of potential deep-seeded and/or celebrity partners and contact each.
- Cultivate relationships with celebrity and deep-seeded donors to deepen awareness of the work of Multiples of American and the EDGE Endowment Fund
- Create publicity opportunities, which include a celebrity presence or interview, concerning the work of Multiples of America and the EDGE Endowment Fund
- Plan for a special outreach EDGE event, with at least one celebrity as a featured guest, which will support the EDGE Endowment Fund and highlight the history and work of Multiples of America
- Work cooperatively with the EDGE Committee to ensure that fundraising efforts are developed and implemented in accordance with the policies and procedures of the EDGE Fund and Multiples of America

- Provide recommendations for longer-term giving so the EDGE ends this campaign with long-term relationships with deep-seeded and celebrity funders.

Format, Timeline and Responses

Organization and Staff Qualifications and Experience

Provide information about previous experience of the organization or qualified individual. Offer at least three examples of similar campaigns coordinated and the success rates of each. Include information on the use of high-profile individuals and celebrities in past campaigns.

Provide a list of all current clients and note any potential conflicts with existing clients and this RFP.

Identify all key personnel who will be responsible for performing services and the duties of each in relation to the contract. Proposals should include resumes of any individual who may work on the contract.

Samples

Please provide samples of your work on two to three fundraising campaigns targeting high profile donor materials (letters, brochures, social media posts, articles, blogs and programs from events etc.) Include information on the length of the campaign and the amount of funds raised.

RFP Requirements

Organizations or qualified individuals are asked to provide:

1. Plans to address each of the items noted under "Scope of Services"
2. Organization and Staff Qualifications and Experience
3. Samples from two to three previous campaigns
4. Proposed month-by-month timetable for the campaign
5. Proposed status update reporting schedule
6. Pricing and billing method
7. Contact information

Confidentiality

MOA and each bidding organization/individual shall expressly agree that confidential information identified as such by either party obtained during the course of preparing a proposal or during performance under the contract shall not be divulged to any person or company outside of authorized representatives of either party, except upon receipt of prior written approval of the other.

Rejection of Proposals

MOA reserves the sole right to decide whether a proposal does or does not comply with the requirements of the RFP, to accept, reject or negotiate modifications in and terms of an organization's

proposal or any parts thereof and also to waive any irregularity , informality, or non-compliance with or non-response to the RFP or any part thereof.

Evaluation

MOA reserves the right to select an organization or individual based solely on the information provided, or to hold interviews or request proposal revisions, if deemed necessary. The organization or individual selected will be chosen on the basis of MOA's evaluation and determination of which organization will provide the best benefit organization or individual for the best value. Therefore, your submission should contain your lowest costs.

MOA will review all complete proposals received on or before September 15, 2015 using the following criteria:

- a. Completeness of the response
- b. Stability and integrity of the organization or individual
- c. Expertise and experience of the organization or individual
- d. Understanding of the organization and its needs
- e. Design of work plan to address the scope of work described in the RFP
- f. Relative costs
- g. Partnership philosophy/goodness of fit

Contact for questions during the RFP process:

Advisor@multiplesofamerica.org