



University of Arkansas - Fort Smith Foundation Inc.

# Request for Quote

Wealth Screening for Advancement Database

Date Issued: September 17, 2014

Date Due: September 26, 2014

## Purpose

This request for quotes is for the purpose of negotiating an optional use contract for wealth screening services conducted for the University of Arkansas - Fort Smith Foundation Inc. (hereafter referred to as the "UAFS Foundation"), to be completed and delivered no later than October 27, 2014.

## Background

UAFS was established in 1928 as a junior college with 34 students. The university expanded in size and vision over the years, finally taking on its current name and identity as a premier regional university when it joined the University of Arkansas System in 2002. With current enrollment exceeding 6,800, UAFS offers 80 academic programs, including 31 bachelor degrees, 17 associate degrees, and 32 certificate programs. The first graduate-level program is expected to launch in 2015, with others to follow.

The UAFS Foundation was established in 1974 to raise and oversee funds donated to the University of Arkansas - Fort Smith (UAFS). In 1987, when the UAFS Foundation hired its first full-time employee, total assets were about \$85,000. Today, after the completion of a recent seven-year capital campaign, total assets are more than \$79 million. The current focus of major gift fundraising is a \$2.5 million matching gift to establish an endowment for the first of many facilities envisioned in our most recent campus master plan.

The Advancement Division consists of the Development (Foundation) Office, Marketing and Communications, Government and Community Relations (Public Relations), and Alumni Affairs. The Development team consists of fifteen staff members including our Vice Chancellor, Director of Planned Giving, two additional development officers, five administrative assistants, Directors of Financial Operations, Donor Relations, and Annual Giving, as well as two Database Support Analysts.

## Objective

Meeting fundraising objectives to advance the university requires the UAFS Foundation to obtain resources that will assist in the identification and classification of leadership and major gift prospects as well as leadership annual giving and planned giving prospects. The UAFS Advancement Division has, for the last year, completed projects and improved processes regarding data enrichment, including the identification of deceased and inactive constituents, locating constituents with no valid address, establishing family ties among alumni, as well as integrating current faculty and staff records into our Raiser's Edge database. Alumni records have lacked depth in the past, but will soon include student activities and scholarship data. Having data enrichment initiatives satisfied, **a wealth screening is the next initiative in our database strategy.**

## Scope of Work

The UAFS Foundation seeks a qualified company to conduct wealth screening services for donor and alumni records, establish wealth scoring metrics for constituents based on wealth indicators and other relevant factors, as well as assist in the incorporation of these metrics into our existing database. While modeled scores are acceptable, and may lead to hard-asset screening of qualified individuals, a large portion of scores should be based on hard assets.

The returned file after screening shall segment, rank, and assign wealth scores to donors and prospects according to the groups listed below, as well as estimated giving potential with regards to gift size.

- ❖ Major Donors, including but not limited to:
  - Major Gifts of \$10,000+ (single gift)
  - Endowment Gifts \$25,000+ (total)
  - Leadership Gifts for Capital Projects
- ❖ Planned Giving Donors
- ❖ Annual Giving Donors
  - Leadership Giving of \$1,000+ per year
  - Loyal Donors – consecutive years giving, frequency of giving
  - Lapsed and Reactivated Donors

Quotes shall include a detailed description of services, including discussion of:

- Match logic used to identify and verify prospects
- Process development for Gift Ratings/Prospect Scores
- Methods used to address spousal wealth or other possible redundancies
- Parameters used to segment major, planned, and annual gift prospects, and any applicable subgroups
- Limitations, including state and national legal limitations regarding data that can or cannot be submitted for screening or returned to the UAFS Foundation
- Mapping suggestions and/or considerations regarding the utilization of ImportOmatic software to incorporate deliverables into Raiser's Edge

## Technical Environment

UAFS currently utilizes Ellucian Banner (version 8) and Argos reporting for student records, while the UAFS Foundation utilizes Raiser’s Edge (version 7.93, build 5782), the primary CRM software used for both Development and Alumni offices.

The UAFS Foundation’s Raiser’s Edge system contains approximately 54,000 solicitable constituents, excluding deceased, “Do Not Solicit”, inactive (2,000), and “No Valid Address” (4,200). Solicitable records include:

- 41,500 alumni (20,000 of which hold degrees) – 1,300 donors
- 11,500 individuals – 2,350 donors
- 1,000 faculty, staff or current students – 270 donors

## Submission and Content of Quotes

Quotes shall include an executive summary describing the vendor’s product and how the product will address the objectives, expectations, and discussion points outlined above.

Quotes shall also include:

- ✓ A brief summary of the bidding organization’s overall qualifications to provide the services proposed
- ✓ An inclusive list of all institutions of higher education which have been clients of the bidder over the past three years
- ✓ A list of references
- ✓ The bidder’s timeline for beginning the project (if chosen) and statement of agreement as to the project completion/delivery date of October 27, 2014.
- ✓ Signature of a qualified representative with contractual authority

Quotes must include tiered-pricing options related to the match quantity—identifying the top 20%, 30%, and 40% of the pool—enabling the UAFS Foundation to decide the most appropriate tier while taking into consideration cost restraints.

Expected deliverables by the successful firm are a summary report of the analysis, the scoring algorithm for each model, and a .CSV file containing the scores (and other necessary information) for each constituent record.

### Review of Timeline:

<u>Quotes Due:</u>	Friday, September 26, 2014, by 5:00pm (CST)
<u>Vendor Selection Announced:</u>	Tuesday, September 30, 2014
<u>Foundation Signature of Contract:</u>	Thursday, October 3, 2014
<u>Data Sent to Vendor:</u>	Wednesday, October 8, 2014
<u>Date of Project Completion/Returned Results:</u>	Monday, October 27, 2014

Submission of quotes may be completed online or by email. Submissions or questions may be directed to [tyler.lamon@uafs.edu](mailto:tyler.lamon@uafs.edu) or 479-788-7180.

# University of Arkansas - Fort Smith Foundation, Inc.

## Standard Terms & Conditions

- General.** Any special terms and conditions included in the Invitation to Bid override these standard terms and conditions. The standard terms and conditions and any special terms and conditions become part of the contract entered into if any or all parts of the bid are accepted by the University of Arkansas - Fort Smith Foundation, Inc., hereafter called the Foundation.
- Acceptance and Rejection.** The Foundation reserves the right to accept or reject all or any part of a bid or any and all bids, to waive any informalities and minor technicalities, and to award the bid to best serve the interest of the Foundation, UAFS and the State of Arkansas. This Invitation to Bid does not in any way commit the Foundation to contract for the commodities or services listed herein.
- Bid Submission.** Bids must be submitted to the Foundation as explained in the request, on or before the date and time specified for bid opening. Late bids will not be considered under any circumstances. **Signature:** Failure to sign the bid will disqualify it. The person signing the bid should show title or authority to bind his firm in a contract.
- Prices.** Prices are firm and not subject to escalation unless otherwise specified in the Invitation to Bid. Unless otherwise specified, the bid must be firm for acceptance for thirty one days from the bid opening date.
- Award.** The Foundation reserves the right to award items all or none or by line item, whichever is determined to be in the best interest of the Foundation. Conditional bids will not be considered. **Firm Contracts:** A written Purchase Order mailed or otherwise furnished to the successful bidder within the time of acceptance specified in the Invitation to Bid results in a binding contract without further action by either party.
- Length of Contract.** The Invitation to Bid, contract award or purchase order will show the period of time the term contract will be in effect.
- Delivery on Contracts.** The Invitation to Bid will state the number of days to place a commodity or service in the designated location under normal conditions. If the bidder cannot meet the stated delivery, alternate delivery schedules may become a factor in the award. The University has the right to extend delivery if reasons appear valid. If the delivery date is not acceptable, the University reserves the right to procure elsewhere, and any additional cost will be borne by the supplier/contractor.
- Invoicing.** The contractor shall be paid upon completion of all the following: (1) submission of an original and the specified number of copies of a properly itemized invoice showing the bid and purchase order numbers, where itemized in the Invitation to Bid, (2) delivery and acceptance of the commodities, and (3) proper and legal processing of the invoice by all necessary state agencies, if applicable. Invoices must be sent to "Invoice to" point shown on the purchase order.
- University of Arkansas - Foundation Property.** Any specifications, drawings, technical information, dies, cuts, negatives, positives, data, or any other commodity furnished to the contractor hereunder or in contemplation hereof or developed by the contractor for use hereunder shall remain property of the Foundation, be kept confidential, be used only as expressly authorized, and returned at the contractor's expense to the FOB point, properly identifying what is being returned.
- Patents or Copyrights.** The contractor agrees to indemnify and hold the Foundation harmless from all claims, damages, and costs, including legal fees, arising from infringement of patents or copyrights.
- Assignment.** Any contract entered into pursuant to this Invitation to Bid is not assignable nor the dues thereunder delegable by either party, without the written consent of both parties of the original contract.
- Other Remedies.** In addition to the remedies outlined herein, the contractor and the University have the right to pursue any other remedy permitted by law or in equity.
- Discrimination.** In order to comply with the provision of Act 954 of 1977, relating to unfair employment practices, the bidder agrees to the following: (1) the bidder will not discriminate against any employee or applicant for employment because of race, sex, color, age, religion, handicap, or national origin. (2) In all solicitations or advertisements for employees, the bidder will state that all qualified applicants will receive consideration without regard to race, sex, color, age, religion, handicap, or national origin. (3) The bidder will furnish such relevant information and reports as requested by the Human Resources Commission for the purpose of determining compliance with the statute. (4) Failure of the bidder to comply with the statute, the rules and regulations promulgated thereunder, and this nondiscrimination clause shall be deemed a breach of contract, and it may be canceled, terminated, or suspended in whole or in part. (5) The bidder will include the provisions of items 1 through 4 in every contract so that such provisions will be binding upon such subcontractor or vendor.
- Contingent Fee/Ethical Standards.** It shall be a breach of ethical standards for a person to be retained, or to retain a person, to solicit or secure a contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee, except for the retention of bona fide employees or bona fide established commercial selling agencies maintained by the contractor for the purpose of securing business.
- Antitrust Assignment.** As part of the consideration for entering into any contract pursuant to this Invitation to Bid, the bidder named on the front of this Invitation to Bid, acting herein by the authorized individual, its duly authorized agent, hereby assigns, sells, and transfers to the Foundation all rights, title, and interest in and to all causes of action it may have under the antitrust laws of the United States or the State of Arkansas for price fixing, which causes of action have accrued prior to the date of this assignment and which relate solely to the particular goods or services purchased or produced by this state pursuant to this contract.



**REQUIRED EQUAL OPPORTUNITY POLICY INFORMATION**  
(to be completed by businesses or person submitting response)

**Check appropriate line:**

\_\_\_\_\_ EO Policy attached

\_\_\_\_\_ EO Policy previously submitted to UAFS Foundation

\_\_\_\_\_ EO Policy is not available from business or person

**Company or Individual**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_