



May 14, 2014

Dear Sir or Madam,

Tanzania Development Support invites the submission of proposals for the preparation and implementation of a comprehensive development and marketing strategy to finance construction of the Nyegina Library and Community Resource Center. To learn more about our organization, please visit our website at <http://tdsnfp.org>.

Tanzania Development Support, based in DeKalb, Illinois, seeks to improve its marketing plan and development strategy. It is the organization's objective to identify development needs; create a comprehensive fundraising, marketing, and awareness campaign; develop a fundraising model; and develop and refine internal capacity and volunteer requirements. A more complete scope of requested services is outlined in the following pages.

The deadline for submitting proposals is June 30, 2014. The projected date for contract commencement is August 22, 2014.

All correspondence pertaining to this proposal should be directed to my attention at 201 Thornbrook Rd., DeKalb, Illinois, 60115. If you have any questions, please contact me at kthur@tdsnfp.org or 815.501.2224.

Sincerely,

A handwritten signature in black ink, appearing to read "Kurt Thurmaier".

Dr. Kurt Thurmaier
President



**Request for Proposal
Fundraising Consultant Services
Date Issued: May 14, 2014**

1. Purpose and Scope

Tanzania Development Support solicits proposals for marketing and fundraising consultant services from vendors who have experience working with NGOs that raise funds in the US for the purpose of supporting development work in low-income countries similar to Tanzania. TDS may select one or more vendor agencies, from among those that reply, to manage and implement all aspects of a comprehensive fundraising, marketing, and awareness campaign. TDS also expects that the process will enable them to develop internal capacity for its long-term sustainability.

2.1 Mission Statement

The mission of Tanzania Development Support is to improve the quality of life of youth, especially girls, in the Mara region by supporting primary and secondary school improvements and other community-identified priorities. We will partner with indigenous organizations in Mara, and other supporting organizations, to achieve our objectives.

2.2 Background

Tanzania Development Support was created in 2008 and is a DeKalb, Illinois based 501 (c) (3) not-for-profit organization that has been helping organizations in Nyegina, Tanzania accomplish their strategic goals. We establish personal relationships in the Mara community through face-to-face interaction and close collaboration with community-based partners, which is necessary for sustained human development, the promotion of education for Tanzanian girls and boys, and the further development of Tanzanian society.

Our first capacity-building project, the Nyegina Girls' Dormitory, completed in spring 2012, was a dormitory for 160 girls attending the Nyegina Secondary School. The presence of the dormitory has enabled the school's 400 girls and 200 boys to attend an additional two years of school, allowing them to gain entry into local and foreign universities and teacher-training colleges. TDS raised more than \$150,000 USD between 2008 and 2011 for this project.

Our current project, the **Nyegina Library and Community Resource Center (LCRC)**, will serve students and faculty of local area schools as well as residents from the surrounding communities. The LCRC will be a community space—an area where children, youth, and adults can come together and read, develop computer skills, and increase their personal and professional knowledge by taking advantage of literacy materials, financial literacy courses, small business workshops, and computer technology. In addition, the LCRC will contain a teachers' resource center (TRC) that will provide further pedagogical development for local educators. The total target population to be reached by the LCRC is upwards of 20,000 people. TDS has raised approximately \$100,000 USD since 2012 for this project.

2.3 Current Fundraising Situation

TDS currently conducts all fundraising in-house with the help of one staff member (.5 FTE graduate student intern) who works from home, seven board members and our volunteer base. Fundraising takes place using multiple technologies and software packages (Wufoo and MailChimp) and includes targeted direct mail and email solicitations, special events, yard sales, capital campaigns, and volunteer work-study trips to Tanzania. All audio and visual media (videos, songs, and photos) have been created by members of the aforementioned parties. Fundraising is also supported by our social media presence on Twitter, Facebook, YouTube, LinkedIn, and our official website www.tdsnfp.org. All gift processing, gift acknowledgements, analysis, and fiduciary responsibilities are handled in-house by staff, board members, and volunteers with the use of Salesforce, PayPal, and QuickBooks.

To support further construction of the LCRC, TDS will need to raise additional funds of approximately \$250,000 within the next 3 years. In 2013, TDS raised \$43,000 in donations, supplemented by special events and other income of \$29,000, for total income of \$72,000.

In conclusion, TDS wishes to engage a professional fundraising consultant to increase its revenues to finish the LCRC, raise funds to begin the next project, which is, as of yet, unidentified, and recoup the costs of the consultant services.

3.1 Services Desired

The purpose of this request for proposal is to retain a fundraising consultant who will:

A. Create a Needs Assessment and Development Plan

- Identify the fundraising needs of the organization based on mission and strategic plan
- Develop fundraising plan proposal to achieve fundraising goals identified in the needs assessment

B. Develop and Manage a Comprehensive Fundraising, Marketing, and Awareness Campaign

- Develop strategies to expand the donor base growth and increase giving.
- Develop a comprehensive fundraising plan and calendar.
- Assist in the development of fundraising materials including for direct mail, email, social media campaigns, and special events.
- Assist in website design, the creation of promotional videos, and provide photo editing expertise.

C. Assist in the Development of a Fundraising Model that Supports Organizational Sustainability

- Develop strategies to:
 - Increase the amount of **major gift donors** (major gift being \$1,000 or greater), with a focus on gifts of \$5,000 or more.
 - Increase **corporate giving** through direct donations or matching gifts.
 - Increase the amount of **recurring** gifts and **pledges**.
- Assist TDS in raising the total anticipated remaining costs of the LCRC within the next 2.5 years.

D. Develop and Refine Internal Capacity and Volunteer Requirements

- Educate the officers, board members, and intern staff about marketing and fundraising strategies.
- Provide basic to intermediate training on how to design, implement, and conclude successful fundraising campaigns.
- Provide training about how to implement the comprehensive fundraising plan so that TDS can develop long-term internal fundraising capacity within 2-3 years.

3.2 Schedule of Events

This following schedule of events should be considered definitive. TDS reserves the right, however, to adjust any of these dates as necessary to meet its needs. In the event any of the dates are adjusted, TDS will send information about the date changes to all vendors to whom this RFP originally was distributed, plus any other vendors that have made their interests known to TDS.

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| 1. Formal release of the RFP | May 14, 2014 |
| 2. Proposals due to TDS by 5:00pm CST | June 30, 2014 |
| 3. TDS begins formal decision and negotiation period | July 1, 2014 |
| 4. TDS announces final contract award decision(s) | August 22, 2014 |
| 5. Execution of the contract begins | August 22, 2014 |

Following step 2) above, TDS, at its discretion, reserves the right to request one or more vendors to submit a “best-and-final-offer,” which may involve targeted changes to the requirements stated in this RFP. In this event, the dates for steps 3), 4) and 5) above will be modified to allow time for the best-and-final-offer to be prepared.

Proposal Format

4.1 Proposal Format and Requirements

The vendor must furnish one original and five copies of their proposal in accordance with the schedule of events above. Please limit proposal to 25 pages (not including staff resumes). Estimated price and terms for services should be provided separately listing breakdown of scope of services in a sealed envelope marked “Estimated Price & Terms for Services.”

Please address the following areas in your proposal:

- Experience of firm including, at least, two relevant case studies
- Experience of staff who will work on this campaign
- Experience with similar organizations and international development in low-income countries similar to Tanzania
- Proposed strategies for the desired services outlined in section 3.1
- Expectations of TDS
- Proposed campaign and training schedules
- References from at least three clients other than those included in the case studies

Proposals may address Part A (Needs Assessment and Development Plan) in 3.1 as one proposal, and parts B through D as a second proposal. If TDS accepts proposal A, then TDS may negotiate the costs of parts B through D with the offering firm. If negotiations with the firm that proposes and negotiates the development plan are unsuccessful regarding parts B through D, then TDS may issue a new RFP for parts B through D.

4.2 Statement of Work

The vendor must provide a complete explanation of the policies, processes, tools, procedures, schedules, reports, etc. that will be used to deliver the desired services as described in, and covering all questions raised in, section 3.1 of this RFP.

4.3 Staffing

The vendor must name a specific person who will act in the capacity of Account Executive for TDS. For this person, the proposal must include:

- A detailed biography or resume
- A job description for the person vis-à-vis this contract
- Identification and functional description of this person's manager or superior (if any)
- Estimated percent of this person's time that will be dedicated to this account
- Names of other accounts this person would be involved with and in what capacity

The proposal must identify, at least by job function, other agency staff that will assist the Account Executive in successfully performing the work on this contract.

If vendor will be making use of subcontractors, the key person for each subcontractor should be identified and a bio or resume should be provided.

4.4 Agency Description

The proposal must include:

- A brief history of the vendor's organization
- Current agency descriptive information
- A list of the vendor's five largest (by work volume) current clients
- Names, addresses, phone numbers, and email addresses of at least four current and one previous client(s), whom we may contact for references
- Names of ALL other current or recent clients engaged in programs closely similar to those of TDS

5. Management and Quality Assurance

Your proposal must explain the management processes your agency uses regularly to ensure that the products and services you provide are timely, correct, consistent, complete, and high in quality. Please explain any policies you have related to warranties of your work, and how those policies are implemented and enforced. Explain the avenues of recourse TDS will have in the event it is not pleased with the services and products it receives from you.

6. Samples of Previous Work

As an attachment to the proposal, please submit at least two examples of fundraising materials prepared for current or recent clients who raise funds in the US to support development work in low-income countries similar to Tanzania. These materials will not be returned.

7. Affirmations

Your proposal must affirm ALL the following statements. In doing so, please fill in the required information. You must explicitly reveal and explain any exceptions to or deviations from these statements.

1. The [Agency] is properly registered and/or bonded in all states requiring charitable solicitation registration and has no current state regulatory enforcement actions pending against it relating to charitable registration or fundraising that would interfere with TDS' ability to fundraise in any and all jurisdictions.
2. None of the [Agency], or its officers, directors or owners, nor any current client of the [Agency] has any state, federal, internal revenue, postal, or federal trade commission criminal enforcement actions pending against it, nor have any of these organizations or individuals had such an action pending or current in the past 60 months to the best of the knowledge of any officer, director, or owner of the Agency.
3. The [Agency] or our principals and owners have the following affiliates which are partially or wholly owned by our agency or our principals and owners or with which we deal other than completely "at arms length." (Please List)
4. Of the preceding list of affiliates the following are proposed as subcontractors under [Agency] proposal to (Please List)
5. The [Agency] agrees that before entering into any contract with TDS it will be required to agree not to enter into any agreements or understandings of any type or description with any vendors or subcontractors TDS which would provide commissions, finder's fees, discounts, or any form of compensation or benefit to the [Agency] or to any third party (including officers, directors or staff of TDS) other than directly to TDS except as specifically approved in writing by TDS.

8.1 Price Proposal, Fees, Expenses, and Expected Returns

The proposal must encompass all anticipated expenses pricing. These might include creative and production fees, artwork, typesetting, production of camera-ready art, mail and courier costs, data processing and analytical costs, costs for outside consultant services, etc.

Wherever possible, fees and revenues should be expressed both as total and per unit amounts.

8.2 One-Time Setup Costs

The vendor must provide complete, detailed information on ALL the one-time setup costs that TDS will incur. The timing (and cash-flow implications) of these costs must be clearly indicated.

8.3 Ongoing Fees and Costs

The proposal must include complete, detailed information on ALL ongoing fees that will be incurred for the campaign.

To propose services based upon a monthly management fee, summarize all aspects of what the fee will include (e.g., staff time, creative) and what additional expenses will be required as separate charges.

To propose fees based upon itemized expenses, summarize all the items that will be included therein and provide estimates of what a "typical" billing would be.

If any pass-through billings from suppliers or subcontractors is being done, the proposal must show what those are, along with estimates of a "typical" billing period, and complete disclosure of the vendor related markups and commissions if any.

If any other related services (e.g., caging, data processing, etc.) will be required for the direct mail campaign that the agency will NOT include in its package, please identify what those are, explain why they will not be provided, and recommend how TDS should best procure those services.

The proposal should fully explain optional, additional, special, and alternative services, which are related to but not necessarily required for the campaign, that can be recommended or made available to TDS along with the financial and non-financial benefits or reasons for TDS to choose those options. Estimate and explain the costs of these options.

The proposal should include a comprehensive, best-guess, two-year budget for the campaign that would be the vendor's strongest recommendation. Describe clearly all the elements of this campaign.

8.4 Realistic Return Estimates

The vendor should explain realistic estimates of the return on investment for these fundraising services. Based upon the best-guess campaign recommended, realistically estimate expected cash flows and revenues and show them as a function of time for a period of at least two years. The vendor should make clear all the assumptions inherent in these estimates.

9.1 Consultant Selection

Proposals will be evaluated and scored by TDS in its sole discretion based on the following criteria:

- Demonstrated experience of the firm.
- Demonstrated experience of staff to be assigned to the campaign.
- Campaign strategy's fit with TDS' values, mission and operations.
- Firm's understanding of international development work and international giving.
- Realistic return on investment.

Tanzania Development Support may or may not choose to conduct telephone, online, or in person interviews. Upon selection of a finalist, TDS will enter into contract negotiations. The top ranked firm, including the staff to be assigned to this account, will be expected to travel to DeKalb, Illinois at its expense for an interview to begin negotiations. If these negotiations are not successful, TDS will proceed with contract negotiations with the firm scoring second, and so on. Unsuccessful respondents will be notified as soon as possible.

9.2 Proposal Evaluation Criteria

TDS intends to enter into a contract with the vendor(s) that provides TDS the best value and benefit, not necessarily on the basis of the lowest price.

10. Signature

The proposal must be signed by an owner, principal, officer of the corporation, or another person who is legally authorized to enter into agreements on behalf of the vendor.

11. RFP Questions and Responses

All suggestions and inquiries pertaining to this RFP should be addressed to:

Dr. Kurt Thurmaier
President
201 Thornbrook Rd,
DeKalb, Illinois 60115
815.501.2224
kthur@tdsnfp.org

Suggestions and questions about the RFP may be sent via post or email to kthur@tdsnfp.org or until **June 27, 2014** and after that date, no further comments or inquiries will be accepted. Answers to all questions will be distributed to all vendors as quickly as possible. TDS reserves the right to modify the RFP based on these comments and questions, as well as its own predilections, up until **June 15, 2014**. All final RFP modifications will then be distributed to all vendors.

12.1 Notice To Vendors

With this Request for Proposals (RFP), Tanzania Development Support (TDS) solicits proposals from vendors to perform **fundraising consultant services**. In issuing this RFP, TDS makes no commitment to contract for work with any vendor(s) responding to this RFP either within the dates specified in the RFP or at any other date(s). TDS will not reimburse vendors for any expenses or pay for any implied services associated with responses to this RFP – vendors choosing to respond to this RFP must do so entirely at their own expense. All proposals and collateral materials submitted in response to this RFP become the property of TDS and will not be returned to vendors.

12.2 Equal Employment Opportunity

Successful contract bidders must comply with provisions of all applicable federal law, Title VI and Title VII of the Civil Rights Act of 1964. Any subcontracting by the successful bidder subjects the subcontracting firm(s) to the same provisions of federal law.

12.3 Venue

The laws of the State of Illinois govern this RFP. The parties agree that any litigation concerning bid, proposal, or subsequent contract must be brought in the Twenty-Third Judicial Circuit of DeKalb County, State of Illinois and each party shall pay its own costs and attorney fees.