



Request for Proposal

PGPRFP-09072010_{ver3}

Key RFP Dates:

RFP Issued: November 5, 2010

Written Questions Due: November 29 to December 10

Submit Proposal By: January 7, 2011

REQUEST FOR QUOTE (RFP)

Notice To Offerors Calling For Proposals

Planned Giving Program Ramp-Up Services

The Society for Neuroscience (SfN) is 501(c)(3) not-for-profit organization based in Washington, D.C. SfN is the world's largest organization of scientists and physicians devoted to advancing understanding of the brain and nervous system. A membership organization founded in 1969, the Society today has more than 40,000 members in 83 countries around the world. SfN promotes scientific exchange through its annual meeting, which attracts more than 30,000 attendees from around the globe. SfN publishes *The Journal of Neuroscience*, the field's most cited peer-reviewed journal and several other renowned publications. SfN also supports the neuroscience community through professional development programming and is dedicated to sharing the excitement and progress of scientific discovery through public information and outreach. SfN advocates strongly for policies that advance science and improve health, such as robust federal research investments and the responsible use of animals in research.

Purpose: 1.) engage consulting services to assist SfN to develop an organizational infrastructure for a "Planned Giving" program, 2.) work to launch and promote the program to SfN's membership and the interested public

It is SfN's intent to award a contract to one firm. This firm will be responsible for meeting the charge of the engagement as outlined in section 6, Scope of Services, of this document.

Please Note: Proposals received after January 7, 2011 will be considered at SfN's discretion.

We look forward to receiving your proposals from your firm and invite any questions you may have regarding this RFP.

Sincerely,

Paul T. Troxell
Procurement Manager

Society for Neuroscience
1121 14th Street, NW
Suite 1010
Washington, DC 20005
202-962-4000
(f) 202-962-4947

No. PGPRFP-09072010

REQUEST FOR PROPOSAL

THIS REQUEST FOR PROPOSAL (“RFP”) IS NOT IN ANY MANNER TO BE CONSIDERED AN ORDER FOR, OR AN OFFER FOR, THE SERVICES / PRODUCTS SET FORTH HEREIN, NOR WILL THE SOCIETY FOR NEUROSCIENCE (SfN) INCUR OR BE LIABLE FOR ANY COSTS ASSOCIATED WITH THE PREPARATION OF YOUR OFFER. SfN RESERVES THE RIGHT TO ACCEPT OR REJECT ANY OR ALL OFFERS. ACCEPTANCE OF YOUR RESPONSE IN NO WAY OBLIGATES SfN TO ISSUE SUBSEQUENT RFP’S OR CONTRACT INFORMATION TO RESPONDING FIRMS.

BY ACKNOWLEDGMENT OR RESPONSE TO THIS RFP, THE FIRM HEREBY CERTIFIES THAT NO GRATUITIES WERE OFFERED OR SOLICITED BY ANY SfN EMPLOYEE, EITHER DIRECTLY OR INDIRECTLY. ANY SITUATION WHERE A GRATUITY IS SOLICITED BY A SfN ASSOCIATE MUST BE REPORTED IMMEDIATELY TO SfN’S DEPUTY EXECUTIVE DIRECTOR AT (202) 962-4000.

About Society for Neuroscience (SfN): SfN is a nonprofit membership organization of basic scientists and physicians who study the brain and nervous system. Neuroscience includes the study of brain development, sensation and perception, learning and memory, movements, sleep, stress, aging and neurological and psychiatric disorders. It also includes the molecules, cells and genes responsible for nervous system functioning. Recognizing the tremendous potential for the study of the brain and nervous system as a separate field, the Society was formed in 1969. It has grown from 500 members to nearly 40,000 and is the world's largest organization of scientists devoted to the study of the brain and nervous system.

DEVELOPMENT COSTS AND CONDITIONS

- Neither SfN nor its representatives shall be liable for any expenses a Firm incurs in connection with preparation of a response to this RFP. Applicants should prepare their proposals simply and economically, providing a straightforward and concise description of the Firm's ability to meet the requirements of this RFP.
- The issuance of this RFP does not commit SfN to award a contract, to pay any costs incurred in the preparation of a proposal in response to this request or to actually procure the requested services.
- SfN reserves the right to reject any or all the RFP applications submitted in response to this solicitation, due to the lack of responsiveness, changes in SfN's operating objectives, lack of funding, or for any reason determined by SfN and at the sole discretion of SfN.

GENERAL INFORMATION

- Time Extension: SfN may for good and sufficient reason extend the response deadline, in which case all potential vendors will receive an addendum setting forth the new time and date.
- Request for Additional Information: Prior to the final selection, vendors may be required to submit additional information that SfN deems necessary to further evaluate the vendor's qualifications. As part of the evaluation process, vendors shall furnish such additional information as SfN may reasonably require.
- Denial of Reimbursement: SfN will not reimburse vendors for any costs associated with the preparation and submission of a proposal or for any travel or other costs that are incurred.
- SfN will not be liable for any costs incurred by the vendor in connection with interviews (i.e., travel, accommodations, etc.) conducted as part of the evaluation or negotiation process.
- Gratuity Prohibition: Vendors shall not offer any gratuities, favors, or anything of monetary value to any associate at SfN for the purpose of influencing consideration of this proposal. If an SfN associate solicits a gratuity, the vendor is obligated to inform SfN's Deputy Executive Director.
- Right of Withdrawal: A proposal may not be withdrawn before the expiration of one hundred and eighty (180) days from the proposal due date.
- Right of Negotiation: SfN reserves the right to negotiate with the selected vendor the exact terms and conditions for a contract.
- Liability and Insurance: The selected firm shall purchase and maintain insurance in the amounts and types as needed for the protection from claims caused by the contractor's personnel or work, or by any subcontractor performing work for the contractor.
- Legal Compliance: In connection with the furnishing of supplies of performance of work under the contract, the contractor agrees to comply with the Fair Labor Standard Act, Equal Opportunity Employment Act, and all other applicable Federal and State laws, regulations and executive orders to the extent that the same may be applicable.
- Disqualification: No award will be made to any firm, person or party, parent or subsidiary that is de-barred from providing services to the federal or state government, or with which SfN has an outstanding claim against or a financial dispute.
- Performance and Approval of Sub-Consultants: The vendor will perform the project as an independent contractor and not as an agent or employee of SfN. The vendor shall secure written permission from SfN before subcontracting any part of the project. Such permission should be obtained during the proposal evaluation stage.

- **Licenses, Permits & Taxes:** The price or prices for the work shall include full compensation for all taxes, permits, etc. that the vendor is or may be required to pay. SfN is a tax exempt entity.
- **Minority/Women Business Enterprise (MWBE) Policy:** It is the policy of SfN to provide minority and women owned business enterprises with equal opportunity for participating in the selling of goods and services to SfN. In cases where a vendor plans to sub-contract a portion of the work, it is required to make “A Good Faith Effort” to engage qualified MWBEs for such work. Vendors shall keep records of such efforts, when applicable, that are adequate to permit a determination of compliance with this requirement. If subcontracting is involved in the proposal, a Proposed Schedule of Minority/Women Business Enterprise Participation shall also be submitted.
- **Revisions to this RFP:** In the event it becomes necessary to clarify or revise this RFP, such clarification or revision will be by addendum. Any RFP addendum will be distributed to all registered bidders via the e-mail provided.
- **Bidder Responsibility:** The bidder assumes sole responsibility for the complete effort required in the RFP. No special consideration shall be given after bids are opened because bidder’s failure to be knowledgeable of all the requirements of the RFP. By submitting a proposal in response to this RFP, the bidder represents that it has satisfied itself, from its own investigation, of all the requirements of this RFP.

Please refer to the following items during preparation of your Proposal:

1. Project Background:

SfN has a large core of members who are extremely committed to the organization. Our membership data indicates that just less than 900 (more than 2%) of our members have belonged to the organization for more than 20 years. There is also a small, but significant (472 people or about 1% of overall membership) contingent of charter members that have belonged to SfN since its creation more than 40 years ago. Based on patterns of sustained involvement, participation and volunteer engagement, it is evident that SfN is an integral part of many of our members’ lives. In an effort to tap this reservoir of good will and connectedness with our membership community, SfN has recently developed individual giving programs that allow us to accept various types of charitable gifts and contributions from our membership and other interested parties.

The individual giving program includes three elements, Friends of SfN, the SfN Memorial Fund and most recently a Planned Giving Program. In 2006 we were approached by the daughter of a founding member of the Society who had recently passed away. His daughter expressed how important the Society was to her father and asked if she could request that memorial donations on his behalf be sent to SfN. While no program was in place, SfN is a 501(c)(3) organization and is already eligible to receive tax-exempt donations from individuals. An *ad hoc* arrangement was put in place, and approximately \$2,000 was contributed by the former member’s friends and family. This was the birth of the idea that later led to the formal creation of the SfN Memorial Fund by Council in 2007. Since that time we have continued to receive an increasing number of memorial donations, which totaled \$2,702 in FY 2009 and \$5,112 in FY 2010. We have also seen an increase in other requests for opportunities to give to SfN in remembrance of someone or in support of a program that holds importance to the donor. Smaller individual contributions are placed in either the SfN Memorial Fund or into a newly-created Friends of SfN Fund if the donation is not memorial in nature. The Planned Giving Program was authorized by the SfN Council in August 2009. Since that time there have been minimal efforts to begin promoting the program and to date no gifts have been received.

Though SfN has a history of receiving external funding, primarily in the form of federal grants, SfN’s development department was not officially created until 2009. The department is currently staffed by a Director of Grants & Development and a Grants & Development Coordinator. The Executive Director and Chief Financial Officer are also involved in high level development efforts to identify, cultivate and solicit

major gift donors. The development staff is responsible for a full range of development functions including grant procurement, sponsorship development, and individual giving programs. The development office is also responsible for overseeing the management and administration of a portfolio of more than \$1.1 million in grants awards, sponsorship agreements and individual contributions.

2. Schedule:

This request for proposal will be governed by the following schedule:

Release RFP	November 5, 2010
Registration	November 15, 2010
Question and Answer Period	November 29 to December 10
Proposals Due	January 7, 2011

SfN may delay scheduled due dates if it is to the advantage of SfN to do so. SfN will notify respondents of all changes in scheduled due dates by written notice.

3. Registration:

All Firms that will submit an offer in response to this RFP are required to register with SfN. To register, the Firm must send an e-mail containing a point of contact, statement of intent to file a proposal, and the Firm's e-mail address to rfp@sfn.org by COB November 15, 2010. The signed and dated "Nondisclosure" agreement must be received by SfN no later than November 22, 2010.

4. Supplier Questions:

Questions may be e-mailed to rfp@sfn.org until 12:00 PM EST by December 10, 2010. No further questions will be addressed after this date. SfN will respond to all questions submitted via the e-mail address provided by the registered participants. It is SfN policy to compile all questions and answers, unless they are so specific as to identify the firm, sending them out to all registered participants.

Written questions should be directly tied to the RFP by the writer. Questions should be asked in constructive order, from beginning to end, following the organization of the RFP. Each question should begin by referencing the RFP page and section number to which it relates.

Short procedural inquiries may be accepted by telephone by the Procurement Manager, however, oral explanations or instructions given over the telephone shall NOT be binding upon SfN.

NOTE: Registered firms are to use the rfp@sfn.org email address and are NOT to contact any SfN associate directly without first clearing it with the Procurement Manager. You can contact the Procurement Manager at 202-962-4028 or use the above e-mail address. Anyone caught violating this rule risks being eliminated from the RFP process.

5. Proposal Preparation and Submission Instructions:

5.1 General

The bidder must follow instructions in this RFP when preparing and submitting its bid proposal. The bidder is advised to read thoroughly and to follow all instructions. The information required to be submitted in response to this RFP has been determined to be essential in the bid evaluation and contract award process.

Each bidder is given wide latitude in the degree of detail it elects to offer of the extent to which plans, designs systems, processes and procedures are relevant. Each bidder is cautioned, however, that insufficient detail may result in a determination that the bid proposal is materially non-responsive.

- **Preparation of Proposal**

Each proposal shall be prepared simply and economically, avoiding the use of elaborate promotional material beyond those sufficient to provide a complete, accurate and reliable presentation.

- **Number of Proposal Copies**

Please submit one electronic copy of your proposal to - **Email:** ptroxell@sfn.org

- **Joint Venture**

If a joint venture is submitting a bid, the agreement between the parties relating to such joint venture should be submitted with the venture's proposal. Authorized signatories from each party comprising the joint venture must sign the bid proposal.

5.2 Management Overview

The bidder shall set forth its overall technical approach and plans to meet the requirements of the RFP in a narrative format. The narrative should convince SfN that the bidder understands the objectives that the contract is intended to meet, the nature of the required work and the level of effort necessary to successfully complete the contract. The narrative should convince SfN that the bidder's general approach and plans to undertake and complete the contract are appropriate to the task and subtasks involved.

Mere reiterations of the RFP tasks and subtasks are strongly discouraged as they do not provide insight into the bidder's ability to complete the contract. The bidder's response to this section should be designed to convince SfN that the bidder's detailed plan and approach proposed to complete the Scope of Work are realistic, attainable and appropriate and that the bidders proposal will lead to successful contract completion.

5.3 Contract Management

The bidder should describe its specific plans to manage, control and supervise the contract to ensure satisfactory contract completion according to the required schedule. The plan should include the bidders approach to communicate with SfN, including, but not limited to, status meetings, status reports, etc.

5.4 Contract Schedule

The bidder should include a contract schedule. If key dates are a part of the RFP, the bidder's schedule should incorporate such key dates and should identify the completion date for each task and sub-task required by the Scope of Work. Such schedule should also identify the associated deliverable item(s) to be submitted as evidence of completion of the task and/or subtask.

The bidder should identify the contract scheduling and control methodology to be used and should provide the rationale for choosing such methodology.

5.5 Implementation Plan

It is essential that SfN move forward quickly to have the contract in place. Therefore, the bidder must include as part of its proposal an implementation plan, beginning with the date of notification of contract award. Such implementation plan should include the following elements:

- A detailed timetable for the implementation period. The timetable should be designed to demonstrate how the bidder will have all services available within the time frame indicated in the RFP.
- The bidder's plan for the deployment and use of management, supervisory or other key personnel during the implementation period. The plan should show all management, supervisory and key personnel that will be assigned to manage, supervise and monitor the bidders implementation of the contract within the implementation period.

NOTE – The bidder should clearly identify management, supervisory or other key staff that will be assigned only during the implementation period.

- The bidder's plan for recruitment of staff required to provide all services required by the RFP on the contract start date at the end of the implementation period. The Bidder should submit a plan for the purchase and distribution of equipment, inventory, supplies, materials, etc., that will be required to fully implement the contract required start date.
- The bidder should submit a plan for the use of subcontractor(s), if any, in this contract.

5.6 Budget

The bidder should submit the budget it has developed for providing the services required by the RFP. This information will be used for evaluation purposes and is intended to provide SfN with an additional perspective on how the bidder will allocate financial resources in undertaking the work required by the RFP.

5.7 Potential Problems

The bidder should set forth a summary of any and all problems that the bidder anticipates during the term of the contract. For each problem identified, the bidder should provide its proposed solution.

5.8 Organizational Support and Experience

The bidder should include information relating to its organization, personnel, and experience, including, but not limited to, references, together with contact names and telephone numbers, evidence of the bidder's qualifications and capabilities to perform the services required by this RFP.

5.9 Location

The bidder should include the location of the bidder's office that will be responsible for managing the contract. The bidder should include the telephone number and name of the individual to contact.

5.10 Organizational Chart

The bidder should include a contract organizational chart, with names showing management, supervisory and other key personnel (including subcontractor's management supervisory or other key personnel) to be assigned to the contract. The chart should include the labor category and the title of each such individual.

5.11 Resumes

Detailed resumes should be submitted for all management, supervisory and key personnel to be assigned to the contract. Resumes should be structured to emphasize relevant qualifications and experience of the individuals in successfully completing contracts of similar size and scope to those required by this RFP. Resumes should clearly identify previous experience in completing similar contracts. Beginning and ending dates should be given for each similar contract. A description of the contracts should be given and should demonstrate how the individual's work on the completed contract related to the individual's ability to contribute to the services required by the RFP. With respect to each similar contract, the bidder should include the name and address of each reference together with a person to contact for a reference check and telephone number.

5.12 Backup Staff

Not applicable.

5.13 Experience of Bidder on Contracts of Similar Size and Scope

The bidder should provide a comprehensive listing of contracts of similar size and scope that it has successfully completed, as evidence of the bidders ability to successfully complete the services required by this RFP. Emphasis should be placed on contracts that are similar in size and scope to those required by this RFP. A description of all such contracts should include and should show how such contract relates to the ability of the firm to complete the services required by this RFP. For each contract, bidder should provide the name and telephone number of a contact person for the other contract party. Beginning and ending dates should also be given for each contract.

5.14 Financial Capability of the Bidder

The bidder should provide proof of its financial capability to undertake and successfully complete the contract. A certified financial statement for the most recent fiscal year and current bank reference(s) are acceptable. If a bidder chooses not to include this information with its bid, this information may be requested from the bidder during the evaluation process. If the bidder is requested to submit this information during the evaluation process, the bidder will be required to submit, failure to do so will be cause for finding the bid non-responsive.

5.15 Subcontractor(s)

Should bidder propose to utilize a subcontractor(s) to fulfill any of its obligations, the bidder shall be responsible for the subcontractor's: (a) performance; (b) compliances with all of the terms and conditions of the contract; and; (c) compliance with the regiments of all applicable laws.

Bidder should provide detailed description of services to be provided by each subcontractor. The bidder should provide documented experience demonstrating that each subcontractor has successfully performed work on contracts of a similar size and scope to the work that subcontractor is designated to perform for the bidder.

6. Scope of Services:

This request for proposals for consulting services is to assist SfN in ramping up its Planned Giving Program by: 1) establishing an operational infrastructure to support a successful program; 2) determining a range of planned giving instruments that are appropriate for SfN and its potential donors; and 3) provide guidance on developing a comprehensive program marketing strategy and plan for implementation. The specific tasks and deliverables associated with these objectives are described below:

Objective 1 – Establish Operational Infrastructure

Tasks for this objective will include working closely with the Development staff to:

- Evaluate and ensure adequate administrative, financial and legal systems are in place to support a robust Planned Giving Program
- Determine and develop organizational policies and best practices necessary for a successful program, e.g. gift acceptance, acknowledgment and stewardship
- Identify resources that may be needed to adequately support the program, e.g. staff, volunteers, software, legal and financial services

Objective 2 – Determine Suitable Planned Giving Instruments

Tasks for this objective will include working closely with the Development staff to:

- Perform an analysis of current membership and donor data to determine potential target audiences for solicitation
- Based on preliminary analysis of target audiences and existing organizational resources determine a range of planned giving instruments that are viable and appropriate to market to the target audience
- Develop specific near-term and long-term strategy for the maintenance and steady growth of the Planned Giving Program.
- Determine custodial tasks, systems and resources required to manage/administer the selected giving instruments and implement systems to support selected instruments

Objective 3 – Provide Guidance on Developing a Comprehensive Program Marketing Strategy

Tasks for this objective will include working closely with the Development staff to:

- Assist in informing decisions to develop a program message and case statement which clearly articulates “why” current and prospective donors would want to support the Planned Giving Program
- Assist in informing decisions to develop marketing materials including print, web based and interactive tools and determine a plan for distribution, e.g. program brochures, fact sheets, FAQs, background data, milestones and power point presentations and personal appeal letter templates

- Provide a presentation to appropriate committee members and training to staff on key program marketing elements and organizational culture of philanthropy
- Conduct a preliminary wealth scan analysis of potential contributors (**This task should be priced as a separate option within the cost proposal – see Section 7 for additional information**).

Phase 2 of the project may involve assisting with program implementation and may include identifying and approaching specific donor candidates through the use of advanced wealth scanning and other development techniques and as determined, other appropriate methods and tactics to support the Planned Giving Program. **In their submissions, vendors should provide a proposal for the cost for the initial phase only.** Subsequent to successful completion of the initial phase, the consultant may be considered a potential preferred provider of consulting support for Phase 2, which may be included in the contract as an option. Phase 2 may be authorized on a task order basis with a more fully defined scope at a later time.

7. Cost Proposal

Bidder must submit their cost proposal for the work as outlined in this RFP. Bidder should include comprehensive listing of all labor categories that may be used to perform the work listed herein or any additional work and/or special projects. Loaded hourly rates are to be submitted for all labor categories that the bidder anticipates may be performed herein.

Failure to include a labor category with the loaded hourly rates will exclude that category from eligibility to perform additional work and/or special projects under the contract resulting from this RFP. Each bidder may submit labor categories for additional work that are not included in the base proposal to perform the Scope of Work required by this RFP.

Each bidder may also submit any additional price or cost information that the bidder feels may be required to perform any additional work and/or special projects required by this RFP. **The final task identified in Objective 3, i.e. the wealth scan analysis, should be priced as an option. This means there should be two final costs submitted, one which includes the wealth scan task and one that does not include the task.**

ONLY price and costing information provided by the bidder in its original bid proposal submitted in response to this RFP may later be used for additional work and/or special projects to be paid against the contract resulting from this RFP.

8. Proposal Evaluation and Contract Award

8.1 Proposal Evaluation Committee

Proposals may be evaluated by an Evaluation Committee comprised of members of affected departments together with members from purchasing. On occasion, the Evaluation Committee may choose to make use of the expertise of an outside consultant in an advisory role.

8.2 Oral Presentation and/or Clarification of Bids

A bidder may be required to give an oral presentation to the Evaluation Committee concerning its bid proposal. The Evaluation Committee may also require a bidder to submit written responses to questions regarding its bid.

The purpose of such communication with bidder, either through an oral presentation or a letter of clarification, is to provide an opportunity for the bidder to clarify or elaborate on its bid. The original bid, as submitted, however, cannot be supplemented, changed, or corrected in any way during the evaluation period. **No comments regarding other bids are permitted.** Bidders may not attend presentations made by their competitors.

It is within the Evaluation Committee's discretion whether to require a bidder to give an oral presentation or require a bidder to submit written responses to questions regarding its bid. Action by the Evaluation Committee in this regard should not be construed to imply acceptance or rejection of a bid. The Procurement Manager is the sole point of contact regarding any requests for an oral presentation or written clarification.

8.3 Evaluation Criteria

The following evaluation criteria categories, not necessarily listed in order of significance, will be used to evaluate the bid proposals received in response to this RFP. The evaluation criteria categories may be used to develop more detailed evaluation criteria to be used in the evaluation process.

- 8.3.1 The bidder's detailed approach and plans to perform the services required by the Scope of Services section of the RFP.
- 8.3.2 The bidder's documented experience in successfully completing contracts of similar size and scope of those required by this RFP.
- 8.3.3 The qualifications and experience of the bidder's management, supervisory or other key personnel assigned to the contract, with emphasis on federal grants experience as required by this RFP.
- 8.3.4 The overall ability of the bidder to mobilize, undertake and successfully complete the contract. This judgment will include, but not be limited to, the following factors: the number and qualification of management, supervisory and other staff proposed by the bidder to complete the contract, the availability and commitment to the contract of the bidder's management, supervisory and other staff proposed and the bidder's contract management plan, including the bidder's contract organizational chart.
- 8.3.5 The bidder's cost proposal.
- 8.3.6 The Procurement Manager may obtain any information determined to be appropriate regarding the ability of the bidder to supply and/or render the services required by the RFP.
- 8.3.7 The Evaluation Committee may consider such other factors that, in the opinion of the team, are important in evaluating the bidder's proposal.
- 8.3.8 The Evaluation Committee reserves the right to request all bidders to explain the methods used to arrive at any costs or pricing figures.
- 8.3.9 When making the contract award decision, SfN may consider evidence of formal or other complaints against the bidder(s) by local, state and federal government agencies or other non-profits.
- 8.3.10 SfN reserves the right to check bidders financial capacity and ability to successfully undertake and complete the services required by this RFP by any means deemed appropriate.
- 8.3.11 SfN reserves the right to conduct site inspections of any facility(s) services by the bidder(s) to assist in judging the bidder's ability to provide the services required by this RFP. This applies to all facilities services by the bidder or any sub-contractor to the bidder.
- 8.3.12 **SfN has the right to consider additional information not listed here.**

9. Contract Award

The contract shall be awarded with reasonable promptness by written notice to that responsible bidder whose bid, conforming to the invitation for bids, will be most advantageous to SfN, price and other factors considered.

After receiving the RFP responses, SfN reserves the right to issue multiple awards. If this occurs, SfN will structure the agreements so that task orders will be issued to the most appropriate firm, or person, using the firm's fixed price quote(s) outlined within their RFP response.