



Educating people and communities in the Rocky Mountain region to make healthy sustainable choices.

Request for Proposal

Fundraising Consultant for a

Capital Campaign

ISSUE DATE: May 18, 2009
RETURN DATE: June 1, 2009

REQUEST FOR PROPOSAL

FUNDRAISING CONSULTANT for a Capital Campaign

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REQUEST FOR PROPOSAL

FUNDRAISING CONSULTANT for a Capital Campaign

Proposals addressed to Rocky Mountain Sustainable Living Association, Kellie Falbo, Executive Director, 9860 Poudre Canyon Road, Bellvue, CO 80512 or emailed to kellie@SustainableLivingAssociation.org will be received until 5:00 p.m. on June 1st, 2009.

SECTION 1: PURPOSE

The Rocky Mountain Sustainable Living Association (RMSLA) is requesting submissions from fundraising consultants interested in managing a Capital Campaign to raise the money needed to acquire and develop the proposed Sustainable Living Center. The amount needed is estimated to be between \$1-3 million, depending on several factors.

The organization's Board of Directors and staff have finalized an aggressive three-year Strategic Plan. Concurrently, the organization is coordinating a national fundraising campaign to meet the financial requirements for this plan and strengthen the long-term financial security of the organization.

The purpose of this Request for Proposal is to retain a Fundraising Consultant who will 1) design a campaign plan 2) manage the implementation and launch of the campaign 3) track progress and ensure the campaign remains a priority for the organization

PHASE 1 - Campaign Assessment and Plan (June 22 – July 20)

- Conduct confidential interviews with top prospects.
- Refine internal capacity and needs including staff and volunteer requirements.
- Develop campaign plan and calendar.
- Support development of a case statement.
- Work with Board and Capital Campaign Committee to develop budget.
- Board and Staff education and training.

PHASE 2 - Campaign Implementation and Launch (July 20 – August 31)

- Assist in developing collateral materials for launch of the Capital Campaign.
- Identify donors by Constituency, create individual Donor Packet.
- Set goals (Gift Charts), develop fundraising strategy and timing.
- Donor stewardship and cultivation.
- Capital Campaign relationship with organizational fundraising.
- Develop campaign events.
- Donor recognition and naming opportunities.

PHASE 3 - Campaign Management (August 31 – to Completion)

- Focus on active cultivation and solicitation of major gift prospects.
- Assist with proposals to national foundations and corporations.
- Manage the public information and public relations plan.

SECTION 2: BACKGROUND

The Rocky Mountain Sustainable Living Association (RMSLA) is a non-profit organization dedicated to educating people and communities in the Rocky Mountain

region to make healthy, sustainable choices. For the past decade we have been committed to applying our vision and expertise toward a sustainable future for all.

To date, RMSLA's primary activity has been the organization and presentation of the annual Sustainable Living Fair held in Fort Collins, Colorado each September. Now in its 10th year, the Sustainable Living Fair is the largest event of its kind in the Rocky Mountain region. Since 2000, annual attendance at the Sustainable Living Fair has grown from 300 to nearly 12,000 people. This growth trend demonstrates a significant need for the educational programs provided and supports the need for a year-round educational facility, like the proposed Sustainable Living Center described in the three-year strategic plan.

The RMSLA is a solution-driven organization with the proven ability to move people toward powerful and profound choices in an effort to stave off complacency about environmental and social issues affecting the world. Our educational programs deliver valuable, long-term benefits addressing a wide range of community interests, combining a local sense of place with global respect for sustainability.

We teach people how to live more in balance with nature, by conserving natural resources and leaving less of an impact on the earth. We also provide individuals with the necessary tools, technology and knowledge to sustain these practices, for their personal wellbeing and the long-term benefit of our planet. We believe people should be informed of their choices.

Our vision to build the Sustainable Living Center stems from the organization's success in effectively completing the goals and objectives that were set forth, in 2003. Now, it is time to expand our efforts and create new goals and objectives for the association that will take us firmly into the future. The Sustainable Living Center will be a year-round demonstration site and educational facility featuring programs on all aspects of sustainable living, including cutting edge renewable energy practices, taught through an environmentally and socially responsible platform.

The Center will draw participation from across the country, as a nationally recognized training facility and demonstration site for sustainable, experiential learning and education. The Center will be a hub of sustainability innovation and will provide a network for sharing ideas, resources, and information with individuals, businesses, and communities in Larimer County and the greater Rocky Mountain region to promote a sustainable future. As a premier destination site for inspirational environmental education the Center will provide year-round support for on-going sustainable efforts within our community and beyond to foster teamwork among other non-profits and businesses with similar goals.

The coming years represent a strategic continuation of our efforts to empower people with the skills and the knowledge to help themselves and to educate others. The Rocky Mountain Sustainable Living Association is a catalyst for public awareness and through planning, research and vision we will continue to excel as a source of innovation for sustainability in our community and beyond. Further information available at www.SustainableLivingAssociation.org

RMSLA successfully completed a three-year strategic plan that addresses the work that RMSLA must accomplish to meet the stated goals. Despite current economic challenges the Board of Directors and staff believes that now is a unique and ideal time to launch a capital campaign to fund our important work while financially strengthening the organization for its future effectiveness. There is growing demand for the services that

the RMSLA provides. The Sustainable Living Center will allow us to exponentially increase our capacity to provide tools and skills to meet this demand.

RMSLA's Board of Directors and staff have identified the following strategic priorities that the Capital Campaign will support:

Development of the Sustainable Living Center;

- To become the leader in sustainable education for the Rocky Mountain region, providing a nationally recognized training facility and demonstration site for experiential learning and education.
- To provide a home for the annual Sustainable Living Fair each September.
- To endow specific RMSLA programs vital to long-term success.

SECTION 3: QUESTIONS

All questions pertaining to this proposal are preferred in writing and sent by email to: Kellie Falbo, Executive Director, kellie@SustainableLivingAssociation.org no later than May 27, 2009. After this date no further inquiries, concerns or questions may be submitted. Questions will be answered by May 29, 2009.

SECTION 4: SCHEDULE AND TIMING

The Board and staff are considering an ambitious timeline for launching the campaign. As part of your response to the RFP, please include feedback on feasibility of this timeline. Our proposed schedule is:

<i>May 18</i>	RFP issued.
<i>June 1</i>	Proposals due by close of business.
<i>June 8</i>	Finalists selected and notified by telephone; other notified of decision by letter.
<i>June 15-16</i>	Finalist presentations to RMSLA management.
<i>June 17</i>	Presenters notified of decision by telephone.
<i>June 22</i>	Campaign planning with staff and Board begins.
<i>July 20</i>	Presentation of campaign plans to Board of Directors. Approval by Board for capital campaign.
<i>August 31</i>	Campaign launch.

SECTION 5: PROPOSAL FORMAT AND REQUIREMENTS

Please address the following topics. You may submit additional information, but only the proposal itself will be submitted initially to the Selection Committee. Other material will be supplied at their request.

SECTION 6: BACKGROUND

- Services provided by you relative to a capital campaign.
- Experience with similar projects (type of organization, size of community, etc.)

SECTION 7: ADMINISTRATION, ORGANIZATION, PRICING & STAFFING

- Describe your campaign process. What distinguishes your processes and approach from those of others?
- Provide a proposed implementation schedule.
- What information and recommendations will be included in the campaign plan?
- What will you charge to conduct this campaign? It is our intent to pay upon performance through a commission based payment structure.
- What is the consultant's role and responsibilities during the campaign?
- What are your expectations of our organization's board and staff during the campaign process? Provide information regarding the resources and involvement that you will require from us.
- Provide any other services that may be considered as an added value to RMSLA.

SECTION 8: TRACK RECORD AND REFERENCES

- Please provide us with a client list within the past five years.
- Are you presently doing any work in the Fort Collins, CO area? If so, who and where? What makes you "right" for us, and better than other individuals we could select?
- Provide information regarding your knowledge/experience of/with environmental/educational non-profits.
- Please provide us with three client references we can contact including name, title, organization and telephone number.
- Provide a sample of previous work related to carrying out a capital campaign.

SECTION 9: STAFF DEVELOPMENT

Staff development is always a highly valued objective of RMSLA, and we view this campaign as an excellent learning vehicle for our Board, staff and development professionals.

- If we retained you for the campaign, would you be willing to offer your advice, guidance and assistance to our staff to help them with other fundraising activities?
- What additional fees would be required?

Proposals are due no later than close of business on June 1, 2009. For additional information, please call or email:

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