

CCS Collaborative
Corporate Capital Fundraising Campaign
Request for Proposals

Introduction

In 2014, Boulder voters enacted a Community Culture & Safety (CCS) tax to raise funds for capital improvement projects throughout the city. In addition to infrastructure projects, several nonprofit organizations were included on the ballot to receive funds for their own capital expansions. The CCS tax was renewed in 2017 and several new nonprofit projects were selected to receive CCS tax revenue as matching funds over the next five-year term of the tax.

The Boulder Museum of Contemporary Art, Community Cycles, KGNU Community Radio, and Studio Arts Boulder, four of the seven organizations listed on the 2017 ballot, have come together to create a collaborative fundraising campaign. With broad community support (83% of the vote) and a wide range of issues and constituencies, the CCS Collaborative hopes to create a compelling case for larger corporate capital gifts. Boulder voters have made the lead gift, totaling nearly \$5 Million. The CCS Collaborative seeks to leverage this community support to secure corporate gifts, which would be distributed among the four respective nonprofit projects.

The CCS Collaborative is seeking proposals from qualified fundraising professionals for campaign development and implementation services. The campaign will begin with a 3- to 5-month preliminary planning and testing period followed by a multi-year corporate capital giving campaign, with the goal of raising up to \$5 Million. The planning and testing period will focus on creating solicitation messaging, draft solicitation materials, and testing the case for giving. Based on the results of this effort, the CCS Collaborative will decide whether and how to proceed with the campaign.

Preliminary Planning & Testing

Scope of Work

- Work in partnership with the CCS Collaborative leadership committee to craft a compelling case for giving, develop solicitation materials, and identify a list of prospective donors to test the case.
- Conduct 8 to 12 interviews with prospective corporate donors to assess likelihood of campaign success.
- Prepare written report and recommendations to frame the campaign implementation plan

Compensation

Budget for the planning & testing period includes \$8,000 - \$12,000 for professional fundraising consultation services. Proposals should include a fee estimate and payment schedule for this phase of the campaign.

Approximate Timeline

August – September 2018 – interview and hire fundraising professional
September – October 2018 – develop case for giving and create solicitation messaging with committee approval
October – November 2018 – begin testing the case and messaging with key prospects
November – December 2018 – compile report and recommendations for campaign
December 2018 – make final decision whether to launch campaign or not

Campaign Implementation

Scope of Work

- Research prospects to ensure successful solicitation approach for each donor
- Schedule and conduct solicitation meetings in partnership with representatives from individual CCS Collaborative members when appropriate
- Ensure timely follow-up with each donor prospect and completed gift collection
- Participate in a collaborative, multi-stakeholder decision-making process
- Follow all direction and oversight from the leadership committee
- Perform work under the terms of one-year renewable contracts signed by all parties

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Compensation

Compensation for ongoing campaign implementation will be negotiated after the preliminary planning and testing period based on relevant experience, the anticipated time investment, and the length of commitment a qualified contractor is willing to make. Proposals should include a fee estimate for ongoing campaign implementation.

Timeline

December 2018 – complete planning & testing period and make final decision to launch campaign
January 2019 – begin first one-year term of fundraising, disbursement, and oversight as outlined in agreements
Monthly thru 2019 – meet to review process, manage contractor, and provide strategic oversight to the campaign
December 2019 – assess results of the first year and make decision about annual contract renewal
Annually 2020 to 2022 – assess results and make decision about renewal
December 2022 – end of five-year term to receive matching funds from the CCS tax

Contractor Qualifications

- Strategic fundraising experience, including multi-year campaigns
- Expertise in testing the case for giving and the likelihood of campaign success
- Established record of successful corporate capital fundraising
- Participation in a collaborative, multi-stakeholder governing process

Form of Proposal

Please submit the following in PDF file format to Maegan Vallejo, Community Foundation Boulder County, via email to maegan@commfound.org.

- Cover letter highlighting relevant experience
- Resume/CV
- Bid/Estimate
- References
- Contact information

Deadline

Proposals should be submitted by 5:00pm MDT on Monday, August 6, 2018.

Questions

Please direct any questions to Maegan Vallejo at maegan@commfound.org.