



Solicitation Information
28 May 04

LOI # B03871

TITLE: Fund Raising Consultant

Submission Deadline: 23 June 04 @ 2:20 PM (EDT)

Questions concerning this solicitation may be e-mailed to the Division of Purchases at questions@purchasing.state.ri.us no later than **9 June 04 at 12:00 Noon (EDT)**. Questions should be submitted in a *Microsoft Word attachment*. Please reference the RFP / LOI # on all correspondence. Questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

SURETY REQUIRED: No

BOND REQUIRED: No

Jerome D. Moynihan, C.P.M., CPPO
Administrator of Purchasing Systems

Vendors must register on-line at the State Purchasing Website at
www.purchasing.ri.gov

Note to Vendors:

Offers received without the entire completed three-page RIVP Generated Bidder Certification Form attached may result in disqualification.

THIS PAGE IS NOT A BIDDER CERTIFICATION FORM

Introduction

The Rhode Island Department of Administration/Office of Purchases, on behalf of the University of Rhode Island, is soliciting proposals from qualified firms to conduct a fund-raising feasibility study and provide periodic counsel for the advance gift stage of a planned comprehensive capital campaign, described herein, and in accordance with the terms of this Request and the State's General Conditions of Purchase available at www.purchasing.ri.gov

This is a Request of Proposals, not an Invitation for Bid: responses will be evaluated on the basis of the relative merits of the proposal, in addition to price; there will be no public opening and reading of responses received by the Office of Purchases pursuant to this Request, other than to name those offerors who have submitted proposals.

INSTRUCTIONS AND NOTIFICATION TO OFFERORS:

Potential offerors are advised to review all sections of this Request carefully, and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.

Alternative approaches and/or methodologies to accomplish the desired or intended results of this procurement are solicited. However, proposals which depart from or materially alter the terms, requirements, or scope of work defined by this Request will be rejected as being non-responsive.

All costs associated with developing or submitting a proposal in response to this Request or to provide oral or written clarification of its content shall be borne by the offeror. The State assumes no responsibility for these costs.

Proposals are considered to be irrevocable for a period of not less than sixty (60) days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent.

All pricing submitted will be considered to be firm and fixed unless otherwise indicated herein.

Proposals misdirected to other State locations or which are otherwise not present in the Office of Purchases at the time of opening for any cause will be determined to be late and will not be considered. **For the purposes of this requirement, the official time and date shall be that of the time clock in the reception area of the Office of Purchases.**

It is intended that an award pursuant to this Request will be made to a prime contractor, who will assume responsibility for all aspects of the work. Joint venture and cooperative proposals will not be considered; but subcontracts are permitted, provided that their use is clearly indicated in the offeror's proposal, and the subcontractor(s) proposed to be used are identified in the proposal.

Offerors are advised that all materials submitted to the State for consideration in response to this Request for Proposals will be considered to be Public Records as defined in Title 38, Chapter 2, of the Rhode Island General Laws, without exception, and will be released For inspection immediately upon request once an award has been made.

In accordance with Title 7, Chapter 1.1, of the General Laws of Rhode Island, no foreign corporation shall have the right to transact business in the state until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State [(401) 222-3040]. *This is a requirement only of the selected vendor.*

Interested parties are instructed to peruse the Division of Purchases web site on a regular basis, as additional information relating to this solicitation may be released in the form of an addendum to this RFP / LOI

The offeror should be aware of the State's MBE requirements, which addresses the State's goal of ten per cent (10%) participation by MBE's in all State procurements. For further information, contact the MBE Administrator, at (401) 222-6253 or visit the website <http://www.rimbe.org>

SECTION 2-BACKGROUND AND PURPOSE

BACKGROUND:

The University of Rhode Island completed its first comprehensive capital campaign in the fall of 1997. The original goal of the \$50 million campaign was exceeded, and the final total of all dollars raised reached \$67 million. Immediately following the campaign, in the late fall of 1997, the University began laying plans for three stand-alone building campaigns with goals of \$1 million, \$5.6 million and \$15 million respectively.

The \$1 million Green Hall campaign generated funds for the restoration and renovation of historic Green, a \$6 million project overall. The Ballentine Hall Shareholders Campaign focused on raising funds to re-build Ballentine, home of the College of Business Administration. This new facility was dedicated in the spring of 2003, representing a total investment of \$11 million, \$5.8 that came in the form of private support. The largest of the three campaigns was for the Thomas M. Ryan Center, a \$57 million, state-of-the-art, indoor arena. The fund raising component for the Center exceeded \$15 million.

Prior to the comprehensive campaign in 1991, and prior to the Ryan Center campaign that began in late 1997, the University sought and procured services to conduct feasibility studies and secure periodic fund raising counsel for the early phases of each of these campaigns.

In the fall of 2002, the President of the University, Robert L. Carothers, announced that the University would begin laying groundwork for a second comprehensive capital campaign, as part of a new three-year strategic plan. Included in this announcement there

was a specific objective to make public the campaign in the fall of 2006, including all gifts secured through the advanced gift phase which began this past July 1.

GENERAL PURPOSE:

The purpose of this Request for Proposals is to engage a qualified fund raising consulting firm to conduct a nationwide campaign feasibility study and provide periodic counsel up to the public phase of the campaign. At present, a dollar goal has not been set for the campaign. Nonetheless, we assume a minimum goal of \$100 million. The primary purpose of the campaign will be to focus on building the University's endowment in support of faculty, students and its various programs. It is also anticipated that several proposed building projects will be included in the campaign. We expect that the results of the feasibility study will play a critical role in determining the goal and purposes for the campaign.

Several important campaign tasks have already been completed in preparation for the campaign. This past fall the University's provost, M. Beverly Swan, led the council of deans through a needs assessment process that concluded in December resulting in some \$150 million of identified needs. In February, Prospect Information Network (PIN) delivered a file of 60,000 electronically researched alumni as part of an ongoing process to build the prospect pool for the campaign. To date some 1,750 campaign prospects have been identified. This process is ongoing and will be complimented by regional screening meetings that will begin in May. In addition, during the months of April and May a random sample survey of 500 alumni will be conducted by The Center for Research and Public Policy to gauge current perceptions regarding the Advancement Division, specifically its alumni, communications and development programs. At present, the Division of University Advancement is also looking to replace its BSR legacy system with either the latest version of BSR or People Soft's contributor relations system. It is anticipated that the implementation process and migration to a new system will begin this fall and be completed in the spring of 2005.

SECTION 3-SCOPE OF WORK:

GENERAL DESCRIPTION:

The University of Rhode Island seeks the services of a reputable, recognized firm to perform the tasks enumerated in the Scope of Work section. The principal objectives, as noted above, are to conduct a nationwide feasibility study and provide periodic counsel during the pre-public phase of the campaign to University leadership and key volunteer leaders.

REQUIRED TASKS/DELIVERABLES

1. Conduct a comprehensive campaign feasibility study among 100 identified prospects during the summer and fall of 2005.
2. Develop feasibility study questions in concert with University leadership; provide a study model(s) for consideration.
3. In addition to conducting the feasibility study, provide 30 days of periodic campaign counsel during the pre-public phase of the campaign-8 days in fiscal year 2005, 12 in 2006 and 8 in 2007. Demonstrate counsel capacity, knowledge and experience in the following areas:
 - a. case statement development
 - b. staff and volunteer training
 - c. campaign communication plans
 - d. principle and leadership gift strategies
 - e. knowledge of, access to and ability to utilize available/relevant, macro/micro data to analyze/project/support campaign strategic decision making related to overall constituency gift capacity, goal setting, staffing, budgeting and other critical related campaign issues
 - f. research/doctoral degree granting public university capital campaigns
 - g. campaign staff structures
 - h. campaign volunteer structures
 - i. functional integration of annual/planned giving with centralized/decentralized major gift programs
 - j. prospect screening
 - k. advancement information systems
 - l. campaign budgeting
 - m. macro cultural/philanthropic issues

The successful execution of the tasks deliverables enumerated above will shape substantially the scope/size and infrastructure/overall structure of the capital campaign. We are very hopeful that the University will greatly exceed the outcomes of the first

comprehensive capital campaign. As noted previously, our primary objective will be to increase the University's endowment in support of faculty (endowed chairs and professorships), students (undergraduate scholarships, graduate student assistantships and stipends), a broad array of University programs and a select number of facilities projects. If the campaign meets these objectives the quality of the University will be enhanced significantly to the benefit of all those presently associated with the University for generations to come.

SECTION 4-PROPOSAL QUESTIONS 7 SUBMISSIONS

Questions concerning this solicitation may be e-mailed to the Division of Purchases in accordance with the terms and conditions stated on page one of this solicitation. .

Questions should be submitted in a *Microsoft Word attachment*. Please reference the RFP/LOI# on all correspondence. Questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information. If computer technical assistance is needed, please contact the Help Desk at 401 222-2142, ext 134.

Interested offerors may submit proposals to provide the services covered by this Request on or before the date & time listed on page one of this solicitation. Proposals received after this time and date will not be considered. Proposals faxed or e-mailed to the Division of Purchases will not be considered.

The "official" time clock for this solicitation is located in the Reception Area of the Division of Purchases.

Proposals should include the following:

1. A completed and signed three-page RIVIP Bidder Certification Cover Form which is available at www.purchasing.state.ri.us. A copy of this form should be in each proposal copy submitted to the state.
2. A Technical Proposal describing the background, qualification, and experience with and for similar programs, as well as the work plan or approach proposed for this requirement.
3. A separate Cost Proposal reflecting the hourly rate, or other fee structure, proposed for this scope of services.
4. A completed and signed W-9, Request for Taxpayer's Identification Number & Certification. This form is downloadable at www.purchasing.ri.gov.

The Technical Proposal must contain the following sections:

*Executive Summary

The Executive Summary is intended to highlight the contents of the Technical Proposal and to provide State evaluators with a broad understanding of the offeror's technical approach and ability.

*Offeror's Organization and Staffing

This section shall include identification of all staff and/or subcontractors proposed as members of the project team, and the duties, responsibilities, and concentration of effort which apply to each (as well as resumes, curricula vitae, or statements of prior experience and qualification).

*Work-Plan/Approach Proposed

This section shall describe the offeror's understanding of the State's requirement, including the result(s) intended and desired, the approach and/or methodology to be employed, and a work-plan for accomplishing the results proposed. The description of approach shall discuss and justify the approach proposed to be taken for each task, and the technical issues that will or may be confronted at each stage on the project. The work-plan description shall include a detailed proposed project schedule (by task and subtask), a list of tasks, activities, and /or milestones that will be employed to administer the project, the assignment of staff members and concentration of effort for each, and the attributable deliverables for each.

*Previous Experience and Background

This section shall include the following information:

1. A comprehensive listing of similar projects undertaken and/or similar clients served, including a brief description of the projects,
2. A description of the business background of the offeror (and all subcontractors proposed), including a description of their financial position, and
3. The offeror's status as a Minority Business Enterprise (MBE), certified by the Rhode Island Department of Economic Development, and or a subcontracting plan which addresses the State's goal of ten percent (10%) participation by MBE's in all State procurements. For further information, call the MBE Officer at (401) 222-6253.

Proposals (an original plus five copies) should be mailed or hand-delivered in a sealed Envelope marked “RFP # B03871: Fund Raising Consultant “ to

By Courier:

**R.I. Dept. of Administration
Division of Purchases, 2nd Floor
One Capitol Hill
Providence, RI 02908-5855**

By Mail:

**R.I. Dept. of Administration
Division of Purchases
P. O. Box 6528
Providence, RI 02940-6528**

NOTE: Proposals received after the due date and time will not be considered. Proposals misdirected to other State locations or which are otherwise not presented in the Division of Purchases by the scheduled due date and time will be determined to be late and will not be considered. Proposals faxed, or e-mailed, to the Division of Purchases will not be considered. The official time clock is located in the reception area of the Division of Purchases.

SECTION 5-EVALUATION AND SELECTION

The State will commission a Technical Review Sub-Committee that will evaluate and score all proposals using the following criteria:

Staff Qualifications	20%
Capability, Capacity and Qualifications of Offeror	20%
Quality of Work Plan	10%
Match to Required Tasks/Deliverables	40%
Cost	10%

Notwithstanding the foregoing, the State reserves the right to award on the basis of cost alone.

Proposals found to be technically or substantially non-responsive at any point in the evaluation process will be rejected and not considered further.

The State, at its sole option, elect to require presentation(s) by offerors clearly in consideration for award.

The Technical Review/Evaluation Committee will present written findings, including the results of all evaluations, to the Director of Administration and the Rhode Island A & E Committee, who will make the final selection for this requirement.

END