



# Request for Proposal

## Capital Campaign Consultant Services



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[www.stepslp.org](http://www.stepslp.org)

## Overview

STEP is seeking submissions from fundraising consultants to provide professional services for a \$2 million capital campaign.

Contact Person:	Faith Mainor, Development Director <a href="mailto:faith@stepslp.org">faith@stepslp.org</a> 952.208.8769
Date of Issue:	June 2, 2021
Due Date:	July 30, 2021
Submit to:	Faith Mainor via <a href="#">email</a>

## RFP Purpose

The St. Louis Park Emergency Program (STEP) seeks proposals from fundraising consultants interested in working with our organization to develop and implement a capital campaign. The goal of the capital campaign is to acquire funds to purchase and renovate an additional facility to better serve our clients and the St. Louis Park community. The STEP Board, Executive Director and staff will actively collaborate with the selected firm in the work to ensure the needs of the organization are met.

## STEP

Since 1975 STEP has served the community of St. Louis Park (current population 48,677) through food shelf assistance, emergency financial assistance and social work services to economically disadvantaged individuals and families. Last year STEP continued to serve about 7% of people living in the St. Louis Park community including 16% of St. Louis Park children.

STEP provides a comprehensive array of programs that serve people of all ages in need of basic assistance. St. Louis Park neighbors are served with food, transportation, clothing, birthday bags and gifts, school supplies, holiday food and toys, baby items and social work counseling services. STEP serves an average of 1,030 households each month.

STEP moved into the current facility over 10 years ago. Identified as a Strategic Plan priority, STEP is expanding its physical space to twice the size. STEP is purchasing the building adjacent to our current facility. The expansion will allow for improved services, seasonal programs, events for clients and supporters, volunteer training, and an expanded food and clothing program.

# Scope of the Project

STEP anticipates a three-phase project:

## **Phase 1 – Assessment of Campaign Capacity and Prospects**

- Identify and evaluate resources available to support capital campaign
- Assess internal prospects
- Develop STEP's case statement and story
- Work with staff to collect interest from potential prospects
- Present recommendations to STEP staff and board

## **Phase 2 – Develop a Campaign Plan**

- Develop campaign plan, including specific goals for dollars raised, milestones, solicitation, and strategies
- Develop a campaign calendar with STEP staff
- Develop a campaign budget with STEP staff
- Develop campaign materials
- Identify and recruit campaign committee members
- Present plan to STEP staff and board

## **Phase 3 – Execute and Manage Campaign**

- Manage campaign prospect identification and evaluation
- Manage campaign committee
- Oversee prospect calls and follow-ups assisted by staff
- Promote donor stewardship and cultivation
- Work with STEP staff to track donors and assist with donor recognition
- Work with STEP and Campaign Committee on the management of public information and public relations plan

# Proposed Schedule

STEP would like to move quickly in the selection process. STEP anticipates a 2-3 year Capital Campaign and schedule will be determined in consultation with consultant.

# Required Information & Proposal Evaluation

STEP will select the application based on the judged ability to meet the expectations of the proposed Capital Campaign. The Executive Director will consult with the Board of Directors and staff to select the best fit for STEP. Applications should include the following:

## 1. Introduction

- Cover letter with entity's name, address, email, and phone number.
- Contact person's name address, email, and phone number.
- A concise statement that demonstrates the applicant's understanding of the project and scope of services sought by STEP.
- Description of the applicant's approach to the project.
- Description of the implementation of the project, including listing of specific tasks, within the project timeline.

## 2. Organization History/Experience

- Number of years in business.
- Type of entity.
- Professional affiliations.

## 3. Personnel

- List of principles and stakeholders.
- Resumes of proposed project manager and other key team members assigned to the project.

## 4. Experience and References

- Discussion of applicant's experience with capital campaigns for facilities and campaigns of this size.
- Provide at least three references.

## 5. Other Information

- Provide any other pertinent information for the proposed project.

## 6. Cost

- Provide information on the proposed fee structure which separately lists each service and related fee based on. If necessary, please specify any charges for expected reimbursable costs.
- Outline how the project will be completed in the proposed schedule.

# Submissions and Anticipated Timeline

Submit application to Faith Mainor via email, [faith@stepslp.org](mailto:faith@stepslp.org), by end of day July 30, 2021. Please include the following in the subject of the email: **STEP Capital Campaign**.

June 1, 2021 Issue RFP

July 30, 2021 Written submissions due

August 1-30, 2021 Interviews with staff and board

Aug 30, 2021 Selection and notification

September 15, 2021 Finalization of Contract