Request for Proposal: Administration of the 7 Stars Employee Giving Campaign

Background Information

The 7 Stars Employee Giving Campaign ("campaign") allows City employees to make monetary contributions to the charity of their choice. The 7 Stars Strategy Team ("strategy team") is seeking proposals to administer the 2018 campaign. The agreement will include campaign administration January through December 2018 and distribution of the associated funds beginning in April 2019 and concluding in April 2020. Proposals must include confirmation that listed criteria will be met, detailed explanation of services, and references. Only complete proposals will be considered.

Criteria to Meet

- Assist in coordination of non-profit federation and independent agency presentations to City employees at the annual kickoff and liaison training.
- Provide training to the departmental liaisons during the annual campaign time frame.
- Coordinate agency speaker requests and materials requests for department liaisons.
- Assist the strategy team with review and approval of charity applications.
- Provide the pledge card template and design support for the pledge card.
- Attend at least three strategy team meetings throughout the campaign year.
- Arrange pick-up of pledge cards and donations after each collection date.
- Manage contributions through an electronic tracking program to ensure integrity and accountability.
- Accept four forms of employee contribution: cash, check, credit card, payroll deduction.
- Provide the City with an Excel spread sheet of employee deductions. Include Name, Employee Number and per paycheck deduction amount for upload to the City's payroll system.
- Distribute contributions as designated in a timely and accurate manner. Contributions will be sent to the Federation representing a charity. Contributions made to independent charities will be sent directly to the charity.
- Distribute undesignated pledges evenly among the participating federations.
- Provide a quarterly distributions report to the strategy team and all participating federations, including a breakdown of undesignated contributions.
- Special event fundraisers such as (but not limited to) Bake Sales, Lunches, or Tournaments, will be handled solely by City staff. Funds will be collected and distributed by the strategy team. Administrative fees charged by your organization will not apply.
- Provide an online giving platform that incorporates 7 Stars branding, messaging, and personalization. Assist with training and implementation. Continue use of paper pledges and incorporate paper pledges into reports. Provide technical support; ensure that the site is encrypted and all confidential information is kept secure.

Explanation of Services

- How many local governmental campaigns do you currently administer?
- How many total campaigns do you currently administer?
- Provide an overview of your organization, at both the national and local level.
- How many years of experience do you have administering campaigns for agencies like ours (2300+ employees)?
- Describe your experience with online giving campaigns. How many have you administered, and for how long? Do you have experience with transitioning from a paper-based campaign to an online or hybrid campaign? Describe the strategies you would use for a successful transition.
- Provide explanation of fee structure. Multiple levels of service proposals will be considered, and are encouraged.
- Describe your partnerships and work experience in Durham County.

References

- Please provide two (2) references of Local Government campaigns that you administer.
- Please provide two (2) references of Private Business campaigns that you administer.
- Provide at least one (1) reference of a campaign that you administer with an online giving option (can be one of the four above).

Submission

- Proposals are due by 5pm on Friday, April 13.
- Proposals will be accepted by email or mail:

Email: michelle.burger@durhamnc.gov
Mail: Durham Parks and Recreation
Attn: Michelle Burger
101 City Hall Plaza
Durham, NC 27701