



Request for Proposals (RFP): Capital Campaign / Fundraising Consultant

Monarch Awards Foundation, Inc. is seeking proposals from qualified fundraising consultants to provide professional services for a feasibility study and potential capital campaign purposed toward the acquisition and maintenance of a commercial building as a base for community operations. The project focuses on building the organization's fundraising capacity, developing a strategic fundraising and sustainability plan, and raising funds for a commercial building in a neighborhood where residents' needs are aligned with the charitable purpose of Monarch Awards Foundation. The study should determine how much capital can realistically be raised and in what duration of time. The successful candidate will work with the organization to diversify its revenue sources by developing and guiding the implementation of a sustainability plan. Additionally, should the project move forward after the feasibility study phase, the consultant may be asked to develop a plan outlining the cost of ongoing campaign counsel.

Organizational Background

Since 1988, Monarch Awards Foundation has proudly established a rich history of serving Chicagoland's diverse communities. Established as a not-for-profit 501(c)(3) charitable organization with the purpose of implementing community service programs, scholarships and charitable donations to other not-for profits, our programs target six areas of need and include:

- ✿ Youth Enrichment (especially girls)
- ✿ Health and Wellness
- ✿ Global Poverty
- ✿ Economic Security
- ✿ Human Rights
- ✿ Social Justice

Monarch Awards Foundation seeks diversity, equity, justice, and inclusion in all we do as we work toward the betterment of underrepresented communities. Foundation members serve the community by implementing signature programs which include: the "Martin Luther King Jr. Day of Service", "Easter EggStravaganza", "Community Expo featuring the Music & Arts Explosion", "Annual Community Feeding" and the "Teen Esteem Program". Since its inception, Monarch Awards Foundation has awarded more than \$1,000,000 in scholarships and donations to not-for-profit organizations.

We have established a Capital Campaign Committee tasked with the internal management of this fundraising effort. Monarch Awards Foundation is committed to intentionally using our assets, voice, and agency to partner with historically underserved communities to ensure thriving and flourishing youth, families and economies in Chicagoland. For more information on the Foundation, you may find us at MonarchAwardsFoundation.org, @MonarchAwardsFoundation (Facebook & Instagram) and @MAF_INC_1988 (Twitter).

Role of the Consultant

We are seeking a consultant to conduct a feasibility study to determine the amount of capital that could reasonably be raised from private-sector donors, corporate partners, foundations and other grant

makers and benefactors. The consultant, in coordination with the Capital Campaign Committee and the Board of Directors, would:

- ✦ Perform a fundraising assessment of the organizations' fundraising capability to date
- ✦ Assist in developing a compelling case for future support
- ✦ Identify a donor list comprised of local, state and federal grant makers; local, regional and national philanthropic donors; corporate partners; and, other foundation prospects.
- ✦ Recommend campaign strategies for reaching new and diverse audiences and donors.
- ✦ Offer Board leadership and other key members training in capital campaign solicitation.
- ✦ Provide specific recommendations on donor recognition appropriate to this project.
- ✦ Assist with early implementation, outreach and communication about the campaign
- ✦ Conduct a feasibility study per Study Objectives below

Study Objectives

In addition to the above, the consultant's primary deliverable is a study outlining Monarch Awards Foundation's short- and long-term philanthropic goals and long-term opportunities for financial success. Specifically, the feasibility study should address the following key areas:

1. **Expand potential prospect list.** Develop the optimal funding mix of lead donors, major donors, private foundations, and, if necessary, direct-mail public solicitations. Identify public grant and possible tax credit sources.
2. **Ascertain potential support.** Through ongoing interviews and knowledge of the Capital Campaign Committee's capabilities, the consultant will provide a realistic estimate for potential campaign success. The consultant will determine if there are enough donor prospects, and enough prospects at different giving levels, to reach the recommended goal.
3. **Set a realistic campaign goal.** Currently, no goal has been established.
4. **Determine effective campaign strategies.** Identify strengths, weaknesses, and a prognosis for success/inability to reach the recommended campaign goal. Make a proposal for successful implementation.
5. **Develop a fundraising plan for soliciting prospects.** Information developed in the confidential interviews with the consultant will be used to develop an appropriate solicitation plan, giving level(s) and fundraising schedule (including potential in-kind gifts).
6. **Prepare a written report / fundraising plan.** The completion of the study will be a written report that synthesizes the findings from the confidential interviews, and the consultant's recommendations for conducting a successful capital campaign.

Project Deliverables

- ✦ **Campaign Plan** – Develop a capital campaign plan that includes clarified goals (dollars raised, timeframe, donor distribution); milestones (date specific objectives for dollars raised, plus supporting benchmarks i.e., volunteers recruited, prospects cultivated, solicitations), prioritized donor segments; recommended key cultivation and solicitation strategies and supporting tactics; specifications for campaign tools; budget and timeline; and recommended evaluation methods.
- ✦ **Situation Analysis** – Establish a basis of assets, challenges, opportunities and threats related to a campaign, based on:
 - Materials review
 - Infrastructure audit

- Peer competitor review / environmental scan
- ✦ **Case for Support** – Develop a foundational document and appropriate supporting documents to guide philanthropic strategy for the campaign including brand identity and presentation tool templates.
- ✦ **Donor Prospect List, Volunteer Leadership Prospect List, and Top Prospects for Both** – Identify the most promising prospects for capital campaign donors and volunteer leadership:
 - Review existing members / donors / prospects lists
 - Conduct a strategy / information-sharing workshop with Board and Capital Campaign Committee members
 - Wealth screen current lists
 - Conduct research to uncover potential new donors
- ✦ **Feasibility Report & Suggested Campaign Structure** – Inclusive of test case, messaging, prospects (donor and volunteer leadership), campaign scope / gift pyramid with key stakeholders to measure the feasibility of conducting a successful campaign.
- ✦ **Campaign Implementation Counsel** – A proposal that provides the cost of ongoing strategic counsel throughout capital campaign planning, launch, implementation, evaluation, and refinement. Activities may include: driving implementation of the strategy; facilitating the most effective use of member and volunteer resources; preparing coaching and supporting volunteer solicitors; conducting direct cultivation and solicitation of prospects, where appropriate; developing and/or editing proposals, updates and other campaign materials; advising on campaign communication; and, serving as a strategic partner to the campaign's leadership.

Proposal Requirements, Evaluation & Schedule

- ✦ **Proposal Requirements** – Address the following topics in a 2 – 5 page (or less) proposal. Please submit additional information or sample materials where relevant, including case statements, campaign collateral, and training material.
 - A. Project understanding
 - B. Project approach including significant phases and deliverables i.e., describe your feasibility study process. Include the duties you perform and those you expect to be done by the client. Explain what information and recommendations will be included in the Feasibility Study Report. Discuss what components are included in the campaign plan.
 - C. Project timeline
 - D. Estimate of fees and expenses for feasibility study
 - E. Estimate of fees and expenses for ongoing campaign counsel should your firm be awarded the feasibility study project
 - F. Firm capabilities such as experience with similar organizations and capital campaign projects; experience with feasibility studies and fundraising plans; experience in the Architecture, Engineering and Construction (AEC) community; cultural competency with an asset-based mindset
 - G. Project team composition and biographies or resumes detailing experience with similar projects, raising private funds, working in AEC community, etc.
 - H. References with complete contact information of three (3) references from the past 2 – 3 years




Evaluation Requirements

- 25 % – Quality and completeness of understanding, approach and overall proposal
- 25% – Quality of match between qualifications / capabilities and experience; project scope; alignment with Monarch Awards Foundation values, cultural competency and other proposal requirements
- 20% – Expertise of project team
- 15% – References
- 15% – Projected value / ROI for Budget

Estimated Schedule

- Issue Request for Proposals – April 12, 2021
- Questions / Clarifications Due – April 30, 2021
- Answers Provided By – May 10, 2021
- RFP Closing Date & Proposals due – May 31, 2021
- Evaluation of proposals – June 6, 2021
- Interviews conducted via Zoom with finalists – June 7 – 20, 2021
- Announce decision and send notification – June 24, 2021
- Begin work – July 5, 2021

How To Apply

-  Monarch Awards Foundation reserves the right to revise the above schedule.
-  All questions pertaining to the RFP must be in writing and received no later than 5:00 p.m. CT on April 30, 2021. Using the subject line *Capital Campaign Services RFP*, email Capital@MonarchAwardsFoundation.org.
-  Proposals are due no later than 5:00 pm CST on May 31, 2021.
 - **Electronic submission is preferred.** Send electronic submission directly to Capital@MonarchAwardsFoundation.org.
 - Hard copy submission must be postmarked by May 31, 2021 and must be sent to 3400 West 111th Street #433, Chicago, IL 60655.