REQUEST FOR PROPOSAL
FOR A CAPITAL CAMPAIGN CONSULTANT SPECIALIZING IN NONPROFIT ORGANIZATIONS

Statement of Purpose

The Loppet Foundation ("Loppet") seeks to engage a Fundraising Consultant ("Consultant") to provide guidance, expertise, and assistance to Loppet for its upcoming silent sports center capital campaign. Loppet invites qualified, experienced and successful Fundraising Consultants to submit proposals which will address our short and long term strategic needs to achieve the fundraising goals necessary to complete the Loppet’s Silent Sports Center. To be considered, written proposals responsive to the information requested herein should be submitted to the Capital Campaign Committee, Attn. Margaret Adelsman, 1301 Theodore Wirth Parkway, Minneapolis, MN  55422 by 5:00 p.m. August 31, 2012. All responding Consultants must submit a signed original and five copies of their proposal to the above address. An electronic copy to margaret@cityoflakesloppet.com is also requested.

Background on the Loppet Foundation and the Silent Sports Center Capital Campaign

The Loppet Foundation is a ten year-old 501(c)3 non-profit organization whose mission is to promote and support cross country skiing in the Minneapolis area, especially among inner-city youth. The Foundation has four focus areas: events, adventure programming, race-oriented programming and stewardship. The Foundation’s flagship event is the City of Lakes Loppet cross country ski festival. The Foundation employs roughly six full-time staff, with a number of contractors also working as coaches and mentors. The Foundation has roughly 600 paid members, works with over 800 youth and over 1,000 annual volunteers, some 13,000 people participate in Foundation events each year and the Foundation maintains a database of over 26,000 people with an interest in outdoor activities, mostly from the Twin Cities area.

The Foundation has maintained a long-term partnership with the Minneapolis Park & Recreation Board. The Park Board recently approved a Master Plan that calls for a silent sports center, a year-round “stadium” for cross country skiing and summer events like mountain biking and cyclocross, a new parking facility and a new welcome center building. The Foundation believes that the silent sports center will transform the area, will attract national and international events throughout the year, and will encourage year-round outdoor activity for the surrounding communities, including heavily impoverished areas of North Minneapolis. (See “A Vision for Wirth”)

The Park Board has pledged $1.5 million in state bonding funds to the project and is partnering with the Loppet Foundation on the project. That partnership requires that the Foundation raise $3 million by December 2014. The Foundation is aiming to raise $3.5 million through this campaign, to fulfill the partnership agreement and to provide for contingency expenses over the first years of operation.

The Consultant will work directly with the executive director and the Foundation’s Capital Campaign Committee and any group designated by the Capital Campaign Committee. The
Consultant may be required to make presentations on the strategies and progress of the Capital Campaign to the Loppet Board during the approval and execution stages of the Capital Campaign.

Proposals from Consultants with demonstrated knowledge of and experience with the philanthropic community in the Twin Cities Metropolitan Area will be favored. Experience in working on successful campaigns related to outdoor activity, nature centers, sports and/or health and nutrition issues will also be important. Short of experience in these areas, proposals should address how or why the Consultant believes it will be able to be successful in this area.

**Requested Services**

The selected Consultant will be required to:

1. Meet with the leadership of the Loppet Foundation to gather information about the history of the previous campaigns, the goals for the current campaigns and the giving history of members of Loppet.
2. Develop a feasibility study to assess the capacity of the membership and the broader community to raise the targeted funds and the efforts that would be required to do so.
3. Develop and implement a detailed strategic fundraising plan (which will include specific details on required action items and metrics) to allow the Loppet Foundation to achieve its goals.
4. Work cooperatively with the Loppet’s sponsorship committee to ensure that fundraising efforts for the Capital Campaign do not negatively impact or compete with existing funding sources.
5. Develop performance metrics which can be utilized by the members of the Capital Campaign Committee to evaluate the success of the campaign goals and objectives.
6. Provide periodic updates on the trends and best practices in capital campaign fundraising efforts.
7. Structure the Capital Campaign program such that optimal numbers of workshops, seminars and training sessions are conducted to fully educate and inform the members of the Loppet community about the objectives of the fundraising efforts and their roles as members of the Loppet community with regard to estate gifts.
8. Develop a marketing and promotional program and theme for the Capital Campaign in conjunction with the Capital Campaign Committee.
9. Develop and implement a legacy or planned giving program for members of the Loppet community and their families.
10. Establish a written quarterly performance evaluation process to assess Consultant’s effectiveness and the impact of Consultant’s activities and recommendations in helping Loppet meet its aforementioned fundraising goals. This evaluation will detail the consultant’s recommendations, implementation steps, quantitative results and quality of service feedback.
11. Develop a Capital Campaign Case Statement and other fundraising materials to be used in the fundraising campaign.
12. Test planning assumptions with members of the Loppet community and potential donors in the community.
13. Provide a plan for longer-term giving so that the Foundation ends the campaign with stronger long-term relationships with its funders.
14. Work directly with the executive director on the implementation of the capital campaign plan.

**Inquiries**

Responding Consultants are strongly encouraged to submit inquiries regarding this RFP by email, in writing to:
Capital Campaign Committee
The Loppet Foundation
1301 Theodore Wirth Parkway
Minneapolis, MN  55422
Email: margaret@cityoflakesloppet.com

**Qualification Statement Requirements**

Responding Consultants should submit a cover letter providing an introduction to the firm or team and the areas of expertise of the consultant. The letter should also state the full name; address; and phone and fax numbers of the organization and the branch office or other subordinate entity that will perform or assist in performing the services requested in this proposal. If responding as a team, the lead firm should be designated with a lead consultant identified as the single point of contact. Indicate the type of firm ownership (individual, partnership or corporation). Include the state in which the firm is incorporated or licensed to operate and provide proof of the entity’s legal existence.

**Please provide full contact information for three references.**

Firms will be evaluated on the basis of overall experience, quality of proposed approach to the fundraising process and demonstrated ability to achieve successful outcomes in Capital Campaigns of a similar nature in addition to the cost estimate submitted. It is imperative that responses are completed containing the information requested. Responses must include one original and four hard copies and need to be received by electronic mail at margaret@cityoflakesloppet.com. Every effort should be made to make proposals as concise as possible.

**All responses must be submitted in the following format:**

A. Section I – Cover Letter
   - Name, address and telephone number of the consultant’s firm (or firms), submitting the qualification statement.
   - Summary of the firm’s interest in the project, and the name of one or more individuals authorized to represent the firm in its dealings on a contractual basis.
   - A signature from the lead consultant to be utilized on this project.

B. Section II – Corporate Information
   - History of the firm, including present ownership and key management members.
• Location of corporate headquarters and other divisional offices. Specify which office or offices will be involved in this project. Include contact names, addresses and phone numbers.
• A company organization chart showing authority structure and depth of resources.
• Resumes of any personnel anticipated to be assigned to provide the services requested under this proposal.
• List any litigation the consultant or firm has been involved in during the last five (5) years.
• List any current, pending or threatened litigation and provide a summary describing the same.
• A disclosure statement listing all potential conflicts of interest related to this proposal. This disclosure statement must be addressed specifically in your response, even if no conflict exists.

C. Section III – Experience
• The firm’s current annual consulting project volume and average volume of consulting engagements during the past five (5) years.
• Provide details of past experiences, references for similar work, talents applicable to respective service to be provided, documentation methodology employed on these types of engagements, and fundraising plans that have proven successful.
• Also, include any experience or work completed on behalf of the Loppet Foundation or any other sports/fitness/outdoor activity related organizations.
• Provide the following information for no more than five (5) current or recently completed Capital Campaign and Endowment fundraising consulting engagements:
  ○ Project Name
  ○ Project Location
  ○ Project Scope and Description
  ○ Project Approach
  ○ Contract Amount
  ○ Contract Type: (ie. lump-sum fixed fee, installment payments, percentage compensation arrangements)
  ○ Actual or Expected Completion Date
  ○ Detailed description of the scope and results of your services
  ○ Actual Duration of engagement
  ○ Consultants or Employees who participated on the project

D. Section IV – Proposed Team and Approach to Project
• Identify proposed services, including firm’s capabilities and anticipated approach to develop the plan required under this proposal.
• Please describe the tools, and methods the consultant plans to use to evaluate the success of the fundraising plan.
• Include a staffing plan, estimated hours and resources that will be required from members of Loppet’s Capital Campaign Committee and leadership.
• Present a timeline of how the consultant anticipates satisfying the goal of starting the Capital Campaign by no later than October 31, 2012 and the dates for milestones associated with the completed project.

E. Section V – Cost Proposal
The Response should include the Consultant’s best estimate of a lump-sum (“not to exceed”) fee, including an allowance for reimbursables, for the project.

The consultant should also provide a summary of any assumptions used to determine its fee, including but not limited to team members, if any, and their rates, hours, deliverables, limitation on number of meetings, required resources, etc.

Complete projected budget for the project, preferably in a timeline format, showing the costs (both Consultant fees and other costs) over time.

General Terms and Conditions

1. Any proposal submitted in response to this Request for Proposal is irrevocable for sixty (60) days.
2. Selected firm(s) must be prepared to enter negotiations for services outlined in this RFP.
3. Loppet reserves the right to decline any or all proposals, in whole or in part, at any time prior to selecting a consultant and entering into a contract, for any reason, without liability being incurred by Loppet to any bidder.
4. All costs associated with the preparation of the bidder’s proposal will be solely the responsibility of the bidder.
5. Loppet reserves the right to select the most qualified and responsive bidder in its sole judgment, not merely the lowest cost bidder.
6. All submittals and supporting materials as well as correspondence relating to this RFP become property of Loppet when received. Any proprietary information contained in the submittal should be so indicated. However, a general indication that the entire contents, or a major portion, of the proposal is proprietary will not be honored.
7. All applicable State of Minnesota and Federal Laws, City and County ordinances, licenses and regulations of all agencies having jurisdiction shall apply to the Consultant and project throughout and incorporated herein.
8. The Agreement with the selected Consultant, and all questions concerning the execution, validity or invalidity, capability of the parties, and the performance of the Agreement, shall be interpreted in all respects in accordance with the laws of the State of Minnesota.