



Request for Proposal

Capital Campaign Manager

RFP#	19002
Issue Date	March 18 th , 2019
Reply Deadline	April 1 st , 2019

Project Overview

Aberdeen Area Veterans, Inc. is seeking proposals from qualified individual or businesses interested in managing a \$5million Capital Campaign (fund raising drive) as an independent contractor. The campaign is for the construction of a facility in Aberdeen, SD that will serve as the home for five area veteran's groups as well as an entertainment destination. The Capital Campaign Manager will serve a critical role overseeing the entire capital campaign.

AAVI

Aberdeen Area Veterans, Inc (AAVI) is a non-profit corporation formed and operating in Aberdeen, SD to support the local posts/chapters of Veterans Service Organizations (VSOs) here -- The American Legion, Veterans of Foreign Wars, Disabled American Veterans, Marine Corps League, and The 40 et 8 -- as well as their auxiliaries, related groups, area veterans, and the community at large.

AAVI will own and operate a facility in Aberdeen, SD that will serve as the common headquarters for these VSOs, as well as space for general, social, business, educational, and training meetings, and supporting operations.

Project Goals & Requirements

AAVI seeks a Capital Campaign Manager - a newly created, contractual position responsible for implementing and completing a \$5million capital campaign. The proposed contract has a duration of 5 years.

This fund raising effort will support the financing of a new facility and creating an endowment to maintain AAVI's programs.

The Campaign Manager will work closely with the Board of Directors to carry out a broad based fund raising plan targeting individuals, businesses, and other entities to support this initiative.

Manager Responsibilities

The Campaign Manager will be responsible for organizing, directing, and documenting the entire capital campaign, including prospect tracking, strategy, task assignment, marketing, and maintenance of records. Specific responsibilities of the Campaign Manager may include:

- ◆ Implement and manage a \$5million capital campaign
- ◆ Manage prospect lists
- ◆ Establish solicitation priorities
- ◆ Researching and identifying prospects
- ◆ Ensure that data related to prospects and donors is recorded and tracked in electronic and hard copy files
- ◆ Overseeing acknowledgment of all campaign gifts and pledges
- ◆ Directing preparation of pledge payment reminders and pledge agreements
- ◆ Writing campaign correspondence, including solicitation proposals, meeting requests, and meeting follow up
- ◆ Evaluate progress towards goals
- ◆ Prepare periodic reports on fund raising and present to the Board of Directors
- ◆ Recommend revisions to the fund raising plan, as needed, to meet goals
- ◆ Participation in solicitations as appropriate

Requirements for Consideration:

The ideal contractor will possess the following qualifications:

- ◆ Familiarity with nonprofit institutions
- ◆ 5 or more years of professional experience in fund raising, with a track record of success, and specific experience in capital campaigns, individual giving and/or major gifts, and the tracking/monitoring of pledges
- ◆ Knowledge of local and statewide philanthropic communities
- ◆ Superior verbal and written communication skills
- ◆ Experience in managing capital campaign budgets
- ◆ Demonstrated experience in producing campaign materials
- ◆ Excellent interpersonal, analytical and organizational skills, capable of working effectively with board members, staff members, volunteers, consultants and donors/prospects
- ◆ Energetic, self motivated, professional, flexible and adaptable
- ◆ Able to multi-task and work independently

Other Considerations to include in proposals:

Paid staff, facilities, and office material costs for the capital campaign will be the responsibility of the Campaign Manager, and the proposal will need to include these items in the remuneration section.

Material and mailing costs for promotional items and solicitations will be the responsibility of AAVI, but are expected to come out of the funds raised from the Capital Campaign itself. Any expected startup costs (“upfront fees”, “seed money”, etc) that are required before the campaign starts must be included in the proposal.

The terms of the contract may include hourly rates (provided an estimate of hours are included as well), flat fee, a percentage of funds raised, or a combination of these.

References and a list of past experience should be included with the proposal.

Selection Criteria

AAVI reserves the right to make all final decisions on the project, but key factors that we are looking for, and which can affect the choice of bids, include:

Location: Preference will be given to managers living within 75 miles of Aberdeen, SD.

Others will be considered, but familiarity with local businesses and individuals is seen as key to the prospects for the capital campaign.

Experience: Respondents with a proven history of running successful capital campaigns will be given priority.

Cost: Price will play a factor in the final determination, but AAVI is not obligated to accept the lowest bid.

Timeline

AAVI reserves the right to reject all proposals and reissue the RFP at a later date if none of the proposals are deemed to meet our needs. Assuming an award is made, however:

The AAVI Board of Directors will determine the winning proposal at the April 3rd, 2019 meeting and will appoint a committee to meet with the winning proposer to finalize the contract. All bidders will be mailed a written notice of AAVI's choice in the matter, which will be mailed or emailed by April 6th, 2019 .

Principal Point of Contact

All proposals must be mailed to:

Campaign Manager Selection Committee
Aberdeen Area Veterans, Inc.
PO Box 451
Aberdeen, SD 57402

Questions or other requests may be sent via email to AAVI@email.com

Process

Proposals must be received to the PO Box above no later than Monday, April 1st, 2019. Proposals must, at a minimum, include:

- 1) The number (RFP 19002) of the RFP being responded to.
- 2) A summary of the contractor's qualifications, in regards to the requirements listed in this RFP
- 3) A breakdown of contract terms and compensation expected.
- 4) Details of other requirements expected from the proposer as part of the contract.
- 5) Contact information for proposer, or agent approved to negotiate deal

Bids will remain sealed until Tuesday the 2nd of April, 2019, when they will be opened, reviewed, and an initial determination made. This determination will be presented to the AAVI Board of Directors at their April 3rd, 2019 meeting, along with a summary of other bids not chosen.

The Board will either award the project that night and arrange to enter final negotiations, or will declare that no acceptable offers were received. In the later case, the Board will decide whether or not to re-issue the project as a new RFP.

If an award is made, the Board will appoint a committee to meet with the winning proposer or their agent(s) to finalize the contract. The contract should be ready to sign by May 1st, 2019, after review by legal counsel for both parties.

News (short) version

Aberdeen Area Veterans, Inc.
is seeking proposals to
manage a 5 year, multi-
million dollar, Capital
Campaign in the Aberdeen,
SD area.

Proposals are due by mail no
later than April 1st, 2019, and
a determination will be made
on Apr 3rd.

Download full details from:

Aberdeenlegion.org/AAVI-19002.pdf

(caps required) or request
via email: AAVI@email.com