



Request for Proposals: Consultants for Capital Campaign

Introduction

NCNW is seeking proposals from experienced and professional fundraising consultants interested in managing a Capital Campaign to raise capital funds for the renovation of our historic Dorothy I. Height Building including developing a museum, and the creation of an endowment. Our goal is to raise \$90 million over 10 years in honor of our 90th year.

Our Mission

National Council of Negro Women (NCNW) is an “organization of organizations,” comprised of 330 campus and community-based sections and 33 national women’s organizations that enlightens, inspires, and connects more than 2,000,000 women and men. Its mission is to lead, advocate for, and empower women of African descent, their families, and communities. It was founded in 1935 by Dr. Mary McLeod Bethune, an influential educator and activist, and for more than fifty years, the iconic Dr. Dorothy Height was president of NCNW.

Today, the NCNW programs are grounded on a foundation of critical concerns that are now “NCNW Priorities.” Our organization promotes education; encourages entrepreneurship, financial literacy, and economic stability; educates women about health and promotes healthcare access, and promotes civic engagement and advocates for sound public policy and social justice.

Timeline

- RFP Release Date: November 21 ,2024
- Proposal Submission Deadline : December 16, 2024

Objectives

1. Work collaboratively with the Board, President & CEO, COO, VP of Development & Grants, and staff.
2. Create organization’s feasibility/planning study.

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3. Design a campaign plan, including identification and prioritization of prospects.
4. Review and refine Case Statement.
5. Produce Campaign materials such as solicitation and leadership proposals, gift and leadership request letters, logo and brochures, gift and pledge documents, training manuals.
6. Assist with development and management of the Campaign Committee.
7. Train Board of Directors and Campaign Committee members.
8. Support the implementation and launch of the campaign.
9. Track and report progress toward established benchmarks and goals.

Scope of work

- Develop Campaign Plan, including specific goals and action steps, milestones, solicitation strategies, identification and prioritization of prospects.
- Develop a Campaign calendar with a realistic and detailed timeline.
- Develop Campaign Budget – Work with CEO and COO to develop Campaign budget.
- Establish Capital Campaign Committee – Work with leadership to identify potential Campaign Committee members, finalize Committee role description, and recruit and train members.
- Identify Major Gift Potential – Work with VP of Development to review donor lists to identify existing supporters with major gift potential and select donors; identify new major donor prospects and augment POWER's major donor pool to achieve fundraising objective.
- Solicitation – Work with the Development team to schedule solicitation visits, document all activity, and report details to the CEO and COO.
- Produce Case Statement – Review, refine, and update the Case Statement.
- Produce Campaign materials such as solicitation and leadership proposals, gift and leadership request letters, logo and brochures, gift and pledge documents, training manuals.
- Train Leadership Team – Train the Board, Campaign Committee, leadership staff, and volunteers.

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- Track and Report – Track and report progress toward established benchmarks and goals

Proposal Requirements

Please address the following topics, in order, in your proposal. Firm Capabilities:

- Services provided by your firm relative to a capital campaign.
- Provide resumes for key people to be assigned.
- Itemized cost of your services.
- Describe resources the firm has (either through other staff or affiliations with others).
- Experience with similar projects (size, type of organization, size of community, etc.)
- What are your expectations of staff and Board members?
- If we select you, what will your first step be?
- Please provide an outline for the next 15 months.
- Track Record and References: Please provide a complete client list for the past five years.
- Are you presently doing any work in the area? If so, who and where? In order to avoid conflicts-of-interest with competing campaigns, would you agree to give us the “right of approval” over any clients you might work with in our geographic area (if we retain your services)?
- What makes your firm “right” for us, and better than other firms/individuals we could select?
- Please provide details of your experience securing government funding.

Submission Instructions

Proposals must be submitted electronically via email PDF format no later than December 16, 2024 at midnight EST.

Please send proposals :Email : kramseur@ncnw.org Subject Line: Capital Campaign Proposal [Your Company Name]