



REQUEST FOR PROPOSALS

FUNDRAISING AND COMMUNITY INFORMATION CAMPAIGN CONSULTANT

CAPITAL FUNDRAISING AND COMMUNITY INFORMATION CAMPAIGN
FEASIBILITY STUDY AND PLAN
MENLO PARK LIBRARY FOUNDATION

ISSUE DATE:	FEBRUARY 4, 2019
DEADLINE FOR CLARIFICATIONS:	MARCH 18, 2019
SUBMITTAL DEADLINE:	MARCH 25, 2019

Please direct all inquiries to:
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Menlo Park Library
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I. OVERVIEW

The Menlo Park Library Foundation, an independent 501(c)(3) charitable nonprofit organization, is accepting proposals from established fundraising consulting firms (Consultant) to conduct a capital fundraising and community information campaign feasibility study in conjunction with the Library System Improvements Project in Menlo Park, California and to develop a capital campaign and community information campaign plan based on the findings of the study.

I.1 THE IDEAL CONSULTANT

The ideal Consultant will possess: extensive experience assessing the feasibility of capital fundraising and community information campaigns; proven ability to develop and implement successful capital fundraising and community information campaigns for public buildings and civic spaces; expert understanding of fundraising best practices and techniques; a proven track record of interfacing and working with private donors, government agencies, foundations, corporate sponsors, and community groups; and a substantial record of developing effective fundraising and community information campaign strategies, plans, policies, and guidelines.

The Consultant will provide project-specific services as an independent contractor under the supervision of the Menlo Park Library Foundation steering committee. Interested parties must be available to provide services throughout the feasibility study and campaign plan development phases beginning in June 2019 and continuing with the implementation phase beginning in January 2020.

I.2 PROJECT BACKGROUND

The City of Menlo Park (City) has begun the initial phases of developing new state-of-the-art public library facilities to replace two outdated facilities in Menlo Park. The project is currently in the initial study phase. Preliminary design work is anticipated to begin in or around September 2019.

The overall project will potentially include the construction of a modern central library facility approximately 44,000 square feet in size, and an approximately 7,000-12,000 square foot neighborhood branch library facility. The principal project consultant during the initial study phase is Noll & Tam Architects based in Berkeley, California.

The exact costs of these projects are not yet known. Early, rough cost estimates suggest a possible construction cost of \$1,000 per square foot if construction begins in 2020. This rough estimate does not include associated "soft costs" which typically add 10%-20% to a project's total cost.

The currently is no identified source of construction funding for the above-noted projects, however the Menlo Park City Council has identified the Library System Improvements Project as one of its annual Work Plan priority goals, and has allocated \$1 million for the initial study and planning phase of the project.

As a committed nonprofit partner of the City, the Menlo Park Library Foundation seeks assistance to identify opportunities and develop a strategy for capital fundraising and community information campaigns to facilitate, encourage, and support the project's funding and eventual construction.

Donor recognition and naming opportunities will be integral to the design of the new library facilities. Opportunities for donor recognition exist in the current facilities as well.

Complete background information about the Library Systems Improvement project can be found here: www.menlopark.org/mylibrary

2. PROPOSAL CONTENTS

Proposals should clearly speak to the Consultant's ability to conduct the proposed capital fundraising feasibility and community information campaign study. Submittals of proposals should include the following:

- 1. CAPABILITIES OF CONSULTANT**
 - a. Capital Campaign Feasibility Studies
 - b. Capital Fundraising Campaign Strategy and Implementation
 - c. Community Information Campaign, Messaging and Brand Development Strategy
 - d. Additional Resources Available from the Consultant
 - e. Experience with Similar Projects

- 2. CAPITAL FUNDRAISING FEASIBILITY AND COMMUNITY INFORMATION STUDY**
 - a. Study Process
 - b. Roles and Responsibilities of Consultant, Staff, and Volunteers
 - c. Description of how Consultant will work with the Foundation and the City of Menlo Park
 - d. Study Timeline
 - e. Study Team
 - f. Study Report Content

- 3. CAPITAL FUNDRAISING AND COMMUNITY INFORMATION CAMPAIGN PLAN**
 - a. Proposed Components of a Fundraising and Community Information Campaign Plan
 - b. Description of Services Provided in a Fundraising and Community Information Campaign Plan

- 4. PROPOSED TIMELINE**
 - a. Schedule for Goal Feasibility Study and Capital Fundraising and Community Information Campaign Services

- 5. RESOURCES FROM THE FOUNDATION REQUIRED TO DO THE STUDY (IF ANY)**
 - a. Office, Equipment and Staffing Requirements

- 6. FEES**
 - a. Proposed Fee Structure, Additional Costs and Payment Schedule

- 7. TRACK RECORD AND REFERENCES**
 - a. Campaigns Completed and Success Rate
 - b. References for Campaigns Completed in the Past Three Years

3. EVALUATION CRITERIA

Note: The most highly qualified candidates may be invited for a personal interview. Respondents will be evaluated by the qualifications review committee according to the following criteria:

- A. Qualifications and experience as demonstrated in the resume and letter of interest
- B. Experience with the type of project specified in this RFP
- C. Proven capacity to deliver the project requirements on time and within budget
- D. Sample written reports or other relevant example materials of work produced by respondent
- E. Proposed hourly rate of compensation
- F. Quality of professional references
- G. Awards

4. SUBMITTAL REQUIREMENTS

4.1 SUBMITTAL MATERIALS

Submittals must be received no later than **5:00 p.m. PST, Monday, March 25, 2019**. Submittal packets must contain all of the following:

- 1. Letter of interest including a response to the proposal review criteria
- 2. A resume outlining the respondent's experience
- 3. Sample written reports or other relevant example materials of work produced by respondent
- 4. Proposed hourly rate of compensation
- 5. Three professional references

4.2 SUBMITTAL INSTRUCTIONS / DEADLINE

The deadline for receipt of submittals is **5:00 p.m. PST, Monday, March 25, 2019**. Send one complete hard copy and one electronic copy of submittal to:

Sean S. Reinhart
Menlo Park Library
800 Alma St.
Menlo Park, CA 94025

Send submittals electronically to ssreinhart@menlopark.org
Subject Line: Feasibility Study RFP

5. CONFLICT OF INTEREST

FEBRUARY 4, 2019

The respondent should disclose any conflicts of interest, in writing, to the review committee who will consider the nature of the respondent's responsibilities and the degree of potential or apparent conflict in deciding the course of action that the respondent needs to take to remedy the conflict of interest.

A conflict of interest exists wherever an individual could benefit directly or indirectly from access to information or from a decision over which they may have influence and also includes a perceived conflict where someone might reasonably perceive there to be such benefit and influence. A conflict of interest occurs when a staff member or consultant attempts to promote a private or personal interest that results in an interference with the objective exercise of their job responsibilities, or gains any advantage by virtue of his/her position and working relationship with the City of Menlo Park. Conflicts of interest may be real, potential or perceived.

Failure by the respondent to disclose a conflict of interest, be it real, potential, or perceived, will result in disqualification.

[END]