

***Town of Stony Plain Public Library Board of Trustees and the Friends of the Stony Plain  
Public Library Board of Directors***

**Request for Proposal (RFP) for Fundraising Consultant**

**Purpose**

The Town of Stony Plain Public Library Board of Trustees and the Friends of the Stony Plain Public Library are requesting proposals for a Fundraising Consultant (individual or organization) to lead them through the development and implementation of a capital campaign. In partnership with the Town of Stony Plain, a new library is being built and additional funding is required to ensure a state-of-the-art facility with new technology and community focused amenities.

**Background Information**

The Stony Plain Public Library started as a project of the United Church young People's Club. It first opened in January of 1945. When the new library opens in the fall of 2020, the library will be continuously serving the community for 75 years. The Stony Plain Women's Institute sponsored the library when it came under the Provincial Library Act in 1948.

This publicly funded library is supported by a variety of governments, the Friends of the Stony Plain Public Library, community organizations and individual donors.

The Mission of the Library is: The Stony Plain Public Library connects people of our community to the knowledge and cultures of the world, and to each other.

For further information on the Town of Stony Plain Public Library, please refer to our website [mysppl.ca](http://mysppl.ca).

**Scope of Work**

A capital campaign team is seeking a Fundraising Consultant with a proven track record for excellence in developing and implementing a capital fundraising campaign. The scope of the campaign is approximately \$3 million.

The consultant's responsibilities will include:

1. A kick-off meeting or teleconference with the Capital Campaign project team to align on scope, priorities, workplace and deliverables.
2. Conducting an assessment of opportunities within the Town of Stony Plain service area to determine potential for success of the campaign. This will include current competition in the marketplace and understanding of the characteristics of the campaign most suitable for success of reaching \$3 million target.
3. Creating a prospect list that includes potential donors (private sector, governments, foundations, individuals and others).
4. Developing a strategic two year fundraising and implementation plan that includes strategies to increase the library's fundraising efforts with private sector, governments, foundations, individuals and others that is reflective and in alignment with the organizations mission/vision/values and capacity.
5. Developing a pitch deck based on the fundraising plan.
6. Providing ongoing consulting/coaching during the implementation stage.

### **Submission Requirements**

1. All proposals should be submitted electronically in PDF or Word to:  
Jo-Ann Hall [johall@shaw.ca](mailto:johall@shaw.ca)  
Carol Humphries [chh06@shaw.ca](mailto:chh06@shaw.ca)
2. Proposals have a 10 page maximum. For ease of reading use 1.5 spacing and 12-point font size.
3. Those responding to this RFP must follow its procedures and requirements. Failure to comply with or complete any part of this RFP may result in rejection of the proposal.

All proposals must include:

1. A cover letter.
2. Experience and qualifications of the consultant and include the resume of the principal fundraising professional providing direct service for this project.
3. A narrative that addresses how the scope of work, as outlined above, will be accomplished, including a timeline with benchmarks and the number of hours required to accomplish the plan.
4. A reporting and communication plan.
5. Clear demonstration that the consultant has familiarity/knowledge of modern library services and programs and the geographical service area of the Town of Stony Plain Public Library.
6. Clear outline of responsibilities for both the Capital Campaign project team and the selected consultant.
7. Project budget as well as all costs payable by the Town of Stony Plain Public Library and/or the Friends of the Stony Plain Public Library must be clearly defined. Note that billing will coincide with reaching set goals and/or milestones.
8. Three references from clients for whom the consultant has performed similar services.

### **Proposed Evaluation Criteria**

All accepted proposals will be reviewed by the Capital Campaign project team and will be evaluated and scored using the following criteria:

1. Overall match between the RFP requirements and proposals: Understanding of scope, objectives and completeness and coherence of response (35 points)
2. Qualifications and previous work of consultant (25 points)
3. Demonstrated ability of consultant to carry out fundraising plan of similar character and size (25 points)
4. Cost effectiveness (15 points)

### **Schedule**

The selection of the fundraising consultant is expected to proceed as indicated below/

RFP Release	April 15, 2019
Proposals Due	May 15, 2019
Consultant Selected	June 19, 2019
Project Begins	July 1, 2019
Project Completion	December 31, 2020 or upon agreement between parties