



Request for Proposal – Capital Campaign Consultant

August 15, 2019

REQUEST FOR PROPOSAL

Capital Campaign Fundraising Consultant

- **Purpose**

YWCA Metro St. Louis is preparing to raise funding to secure a new location, increase annual giving, enhance resources for programs and build an endowment, thereby creating a fund for its future operations. The organization is seeking an experienced fundraising consultant to help prepare for a capital campaign and explore what financial goals and opportunities are feasible. Reporting to the Chief Development Officer (CDO), the consultant will support the Chief Executive Officer (CEO), the YWCA Development Team, along with Board, Committee and Campaign Committee members in these efforts.

- **Organizational Background**

YWCA Metro St. Louis is dedicated to eliminating racism, empowering women, and promoting peace, justice freedom and dignity for all. We were formed in 1904 to provide safe housing and job training for rural women who had come to St. Louis to work at the World's Fair and remained here afterward. We formally incorporated as a 501(c) (3) nonprofit in 1905.

YWCA program services are designed to bring safety, security and stability to women and their families. We serve nearly 9,000 clients annually. YWCA children and youth services include maternal care, early childhood education and leadership development for teenagers. YWCA operates Head Start/Early Head Start programs in St. Louis City and St. Louis County providing economically disadvantaged preschool children with educational, health, nutritional and developmental services. YWCA adult services include: Permanent Supportive Housing for homeless women; Women's Economic Stability Partnership for economic empowerment for single mothers; Sexual Assault and Domestic Violence services including in-person crisis intervention at area emergency rooms and the St. Louis Metropolitan Police Department, individual and group counseling, support groups, and community education workshops; and Racial Justice training and education for the community and staff.

The YWCA has been a proud member of the United Way since 1923 and meets the Better Business Bureau's stringent standards for charitable accountability. We carry the Gold Seal from Guidestar and the Seal of Accreditation from the Council on Accreditation.

3. Scope of Work:

1. Work with YWCA CEO, Directors and Board to identify campaign leadership, including campaign chair and campaign committee members and develop a strategy for who should be recruited, by whom, when and how
2. Identify specific fundraising goals and costs (i.e. programs, unrestricted giving, building, endowment)
3. Design and develop a campaign plan that includes, among other things, the strategy, schedule sequence, range of gifts table, organizational chart and budget
4. Work with the CDO and the Director of Development along with the Marketing and Communications Manager to write a case for support
5. Work with the CDO and YWCA Marketing and Communications Manager to develop collateral, promotional materials and a strategy for the use of social media to achieve campaign goals
6. Assess donor giving patterns to help identify the best prospects
7. Identify prospective major individual, corporate, government and foundation donors as well as grants
8. Train Board, volunteers, and staff in campaign messaging prospect identification and solicitation
9. Manage campaign prospect identification and evaluation; assist in the identification and securing of “lead gifts”
10. Work with Campaign Committee to identify potential campaign events
11. Develop donor tracking and assist with donor recognition
12. Schedule meetings, prepare talking points, assemble presentations, and coordinate full meeting prep for Campaign Committee and board and volunteers
13. Assist with acknowledgement of all campaign gifts and pledges and preparation of pledge payment reminders
14. Assist with the development of campaign correspondence including solicitation proposals, meeting requests, and meeting follow up
15. Develop and maintain master campaign calendar to maximize cultivation events and keep campaign committee on track

4. Submission Instructions

1. Proposal in narrative form to include project scope and understanding, anticipated project phases, and all expected work to be performed by consultant. Not to exceed three pages
2. Timeline based on the scope of work
3. Budget that correlates with the scope of work
4. Supplemental information highlighting past experience with capital campaigns

Please email all materials to Leslie Holloway, Chief Development Officer at lholloway@ywcastlouis.org by August 31, 2019. If you have questions please call (314) 531-1115 x5295

5. Schedule

- August 21, 2019 – RFP Released
- August 31, 2019 – Proposals due
- September 4, 2019 – Interviewees selected and notified by email
- September 8 – 30, 2019 – In person presentation of proposals
- October 7, 2019 – Capital Campaign consulting work begins