

Huntingdon Valley Library
625 Red Lion Road
Huntingdon Valley, PA 19006
www.hvlibrary.org

REQUEST FOR PROPOSALS FOR FUNDRAISING STUDY

RFP Issue Date: January 13, 2020
Response Deadline: February 10, 2020

I. Introduction

The Huntingdon Valley Library (HVL) is requesting submissions from fundraising consultants interested in managing a Capital Campaign to raise funds to renovate the library. The Board of Trustees has set a goal of raising at least \$2 million from private sources, with the balance of the construction cost to be funded through other sources.

The proposal should determine how much capital can realistically be raised and in what duration of time. Additionally, the proposal will need to specify procedures needed to identify potential partners, as well as strategies to develop comprehensive donor lists, challenges to carrying out a successful campaign, and other issues or potential roadblocks the Board of Trustees needs to consider. Finally, the proposal needs to outline the steps the consultant will take to guide the Huntingdon Valley Library's Board of Trustees through the process of conducting a successful campaign.

II. Background

Huntingdon Valley Library is deeply committed to helping the community by:

- Creating young readers with early literacy education,
- Offering a variety of teen, adult, and family programs ,
- Providing a comfortable meeting place and acting as the community hub, and
- Stimulating imaginations and creativity through reading, viewing, and listening.

The Library serves the 12,900 residents in the Lower Moreland Township, Huntingdon Valley, Montgomery County, Pennsylvania and the surrounding community. The Library is incorporated as a 501(c)3 Nonprofit Corporation, is governed by an eleven-member Board of Trustees, and is a member of the Montgomery County Library Information & Network Consortium. The Lower Moreland Township owns the existing library, housed in a historic building remodeled from a school into a library in 1996. In 2016, the Township transferred responsibility for the Community Room meeting space on the 2nd floor to the Library. A gymnasium and teen center are adjacent to the Library, but managed by the Township.

The building is roughly 18,150 square feet and serves as a full-service library by providing materials in many formats, technology, seating and study areas, meeting space, and areas for quiet play.

Since 2013, the Township has made significant improvements to the building, including new stucco, flooring replacement, new LED lights, new interior paint, and installation of security cameras.

After serving the community in this building for 20 years, a renovation is needed to improve its energy efficiency, to meet expanding demands for youth services, and to create a quiet reading room and maker space. Through a grant from the Community Design Collaborative, a preliminary design and cost estimates for a renovation were developed with significant input from staff, the Board, and a Community Task Force. Those 2019 documents are available on the HVL website.

The timing of the renovation is dependent on the outcome of the fundraising study.

Other fundraising efforts made to date include annual appeals, a successful Keystone grant for new HVAC units, and the creation of an endowment fund.

III. Proposal Requirements

Proposals must address the following topics:

- Description of the firm/consultant
- Experience: Briefly describe three recent projects that demonstrate your experience relevant to the HVL project. Include the type of organization, size of community, fundraising goal and degree of success in reaching the goals. In addition, answer the following questions:
 - How many capital campaign feasibility studies and fundraising plans have you completed?
 - Have you worked on a campaign for a public library and, if so, which ones?
 - What is the success rate of projects for which you have done capital campaigns?
- References: List at least three non-profit or municipal clients for whom you have performed similar work in the past five years. For each project listed, provide the name, address, and a name of the client's representative who can be contacted regarding your performance.
- Personnel: Provide professional resumes for any persons who will work on the project, other than support staff.
- An itemized cost of your services, broken down by each phase or aspect of the project (feasibility, campaign plan, execution of the plan). Also identify any and all other costs related to the campaign that the Library would be expected to cover (e.g., brochure printing, mailings, etc.)
- Description of the liability insurance coverage you carry, including general liability, automobile liability and workers compensation.

The scope of this RFP includes the following needs:

- **Test of basic planning assumptions with potential donors.** How do potential donors view the Huntingdon Valley Library? Do they consider Huntingdon Valley Library important enough to place on their priority giving list?
- **Expansion of prospect list.** Develop a prospective donor list to include a balance of lead donors, major donors, private foundations, grants, governmental funds, and potentially direct mail public solicitations.
- **Determine potential campaign support.** By assessing prospective donors and evaluating solicitation capabilities of Board members and key staff, determine a realistic campaign goal.
- **Identify potential campaign leadership volunteers.** Interview potential volunteers to determine their individual solicitation capability.
- **Set a realistic campaign financial goal.**
- **Determine campaign strategies.** Identify strengths and weaknesses with respect to attaining the campaign goals. Propose strategies for implementation.
- **Develop a plan for soliciting individuals.** Design a step-by-step strategy for engaging individuals and securing generous priority gifts.
- **Prepare a written fundraising campaign plan.** Compile recommendations for meeting the campaign goals utilizing all information gathered.

The Fundraising Study should provide the following deliverables:

- **Situation Analysis.**
- **Case for Support.**
- **Donor Prospects and Volunteer Prospects Lists.** Within the lists, identify priority prospects across a full and diverse range of donor and solicitation levels.
- **Campaign Plan.**
- **Campaign Refinement.** After delivery, refine the campaign plan considering input from key staff, Board members, and solicitation volunteers.

IV. Selection Criteria

Proposals will be evaluated by the HVL Board based on the following criteria:

- Demonstrated experience of the consultant, including any staff to be assigned to the project
- The consultant's understanding of and approach to the HVL project
- Cost of consulting services
- Experience with library capital campaigns
- References
- Perceived ability to work effectively with the HVL team

V. Timeline

Jan. 13, 2020 RFP issued
Feb. 3, 2020 Deadline for questions by 5 pm
Feb. 10, 2020 Proposals Due by 5:00 pm at HVL and electronically
Feb. 13, 2020 Final candidates selected and notified by phone; interviews scheduled
Mar. 5, 2020 Final candidates interviewed
Mar. 13, 2020 Recommendation presented to full Board of Trustees; selection made

VI. Submission of Proposals

Proposals must be submitted electronically as PDF documents to hvldirector@mclinc.org by 5:00 pm on Monday, February 10, 2020. In addition, please submit two (2) print copies to:

Huntingdon Valley Board of Trustees
c/o Sharon Moreland-Sender
625 Red Lion Road
Huntingdon Valley, PA 19006

VII. Additional Information

Questions may be addressed to: Sharon Moreland-Sender at hvldirector@mclinc.org.

Issuance of the RFP does not commit the Huntingdon Valley Library or its Trustees to award a contract or to pay any costs incurred in preparation of proposals responding to the RFP. HVL reserves the right to reject any or all proposals and re-advertise. All proposals become the property of the Huntingdon Valley Library.