



RFP Release Date: September 5th, 2023  
Deadline for Submission: September 25th, 2023

**REQUEST FOR PROPOSAL  
FUNDRAISING CAPITAL CAMPAIGN  
CONSULTANT SERVICES  
FUNDING YEAR 23/24**

# Request for Proposal (RFP) for Fundraising Consultant (Capital Campaign)

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## 1. Introduction:

Penquis is one of nearly 1,100 community action agencies across the United States. Through its programs and subsidiaries, Penquis impacts all of Maine's sixteen counties but primarily serves low and moderate-income individuals in Penobscot, Piscataquis, and Knox counties.

Our mission is to assist individuals and families in preventing, reducing, or eliminating poverty in their lives and, through partnerships, to engage the community in addressing economic and social needs.

Our vision is for a poverty-free Maine, where all people lead healthy lives full of opportunities to work and learn.

Penquis is dedicated to helping Maine people be safe, healthy, connected, and financially secure.

Penquis programs and services are focused on five areas: school readiness, economic security, housing stability, high-quality transportation, and healthy lives.

## 2. Background and Objectives:

The Penquis Child Development Center will be a newly constructed 16-classroom early care and education facility that consolidates four early childhood education sites providing Early Head Start, Head Start, and Child Care services across the Bangor/Brewer region. The consolidation aims to optimize federal funding, streamline operations, and offer quality, affordable childcare, and education to low-income families in the area.

Key Highlights:

- **Community Needs:** The consolidation addresses the existing demand for Head Start and Early Head Start services, with 118 children currently on the waitlist in the Greater Bangor area.
- **Convenience and Consistency:** Consolidating locations will simplify access to all program options, including wraparound childcare, under one roof. This ensures consistent care and education for children as family needs change.
- **Improved Accessibility:** The new center's location provides direct access to public transportation, reducing the inconvenience of distant bus stops.

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- **Cost Efficiency:** By centralizing operations, the program aims to significantly lower the current \$172,000 yearly rental expenses for buildings. This cost reduction will enhance the allocation of federal and state funding toward educational programming.
- **Staffing Efficiency:** Consolidation enables efficient staffing across classrooms, enhanced classroom support for challenging behaviors, and better accessibility to content specialists like educational directors, nutrition managers, mental health providers, and nurses.
- **Positive Impact:** High-quality and affordable childcare and education services align with the organization's mission to support individuals and families, alleviate poverty's causes, and provide children with a strong foundation for future success.

The center's establishment reflects a comprehensive effort to provide crucial support to families, empower parents' education and employment pursuits, and foster positive outcomes for children, resonating with research affirming the lifelong benefits of quality early care and education services.

### 3. Desired outcomes and impact of successful Capital Campaign

The objectives of the fundraising capital campaign are to raise \$1.9 million (20% of the estimated cost of \$9.3 million) to build a new Head Start/Child Care facility. The facility will be used to provide early education and childcare services to children from low-income families. We are seeking proposals from experienced nonprofit fundraising consultants to assist us in developing and implementing a comprehensive fundraising strategy, preferably Maine based.

- Capacity to serve 208 children and their families
- Total cost savings of approximately \$370,000 each year, which can be invested in quality programming and strengthen sustainability
- Service delivery capacity, consistency, and quality are maintained and enhanced due to increased resource sharing
- Improved experience for children and families, from more convenient access to services to greater consistency of staffing support across time and services
- Better outcomes for children and families

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## 4. Scope of Work: Project and Service requirements.

Penquis is seeking an experienced fundraising consultant to help raise (1.9M) 20% of the \$9.3 million estimated building cost. The consultant will be responsible for developing and executing fundraising plan(s) that includes events, private donors, and community outreach.

- Conduct a needs assessment to identify Penquis CAP's fundraising strengths and weaknesses.
- Develop campaign plans that include fundraising strategies, marketing plan, and donor cultivation plan.
- Implement the fundraising plans, a mechanism to track and report on progress.
- Report weekly on fundraising efforts to Penquis CAP staff and board.
- Manage the campaign, including identifying and soliciting donors, planning and executing fundraising events, and reporting on progress.
- Working with the Penquis CAP staff and board of directors to ensure the campaign is successful.

The Consultant should consider establishing clear financial targets, a donor engagement plan, community partnerships, online and social media campaigns, impact communication, and a donor recognition program. Also, given the federal interest in the building, it's essential to integrate the Head Start philosophy when requesting donations. These funds will serve as matching contributions for constructing a facility dedicated to Head Start and Child Care services. The consultant should understand and effectively communicate the significance of Head Start's wraparound services for families and the pivotal role of early childhood education in shaping future educational achievements.

## 5. Evaluation and Award Process:

All accepted proposals will be reviewed by the Penquis Selection Panel and Vauban Intelligence Firm and will be evaluated and scored using the following criteria:

1. Overall match between the RFP requirements and proposal (25 points)
  - a. Understanding of scope, objectives, and comprehensive and feasible work plan and timeline.
  - b. Understanding Penquis Educational Mission and Vision.

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2. Qualifications and previous work of consultant (25 points)
3. Creativity and Innovation.
  - a. Demonstrated ability of the consultant to carry out successful Capital Planning efforts of similar character and size (30 points)
4. Cost-effectiveness (20 points)

## 6. RFP Timeline Schedule

### a. RFP Timeline

RFP Release	September 5th, 2023
Proposals Due	September 25th, 2023
RFP responses review	September 25th, 2023
Candidate Selection	October 2nd, 2023
Final candidates interviews (panel)	October 13th, 2023
RFP Award	October 23rd, 2023
Project start date	November 1st, 2023

### b. Capital Campaign Timeline

Start and end dates of the fundraising campaign:

Project timeline **November 1st, 2023 - June 2024**

## 7. Proposal Submission

Proposals should be submitted in electronic format via email to Kevin Bean, Finance Director, at [KBean@penquis.org](mailto:KBean@penquis.org) by the specified submission deadline. The proposal should include:

- A cover letter outlining your interest and qualifications for the project.
- A minimum of three (3) success stories from similarly situated clients (anonymized stories are acceptable).
- Maine-based consultant preferred; familiarity with the Bangor region is ideal but not required.
- Proposed campaign strategy and approach.
- Sample campaign plan outlining goals, target audience, techniques, and strategies.
- Proposed timeline with milestones.



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**Internal use only**

Comments: