



Request for Proposals (RFP)

for a

Development Consultant

Issued: June 12, 2019

**Proposals due: July 1, 2019
4:00 pm CST**

**REQUEST FOR PROPOSALS
FOR
THE LOUISIANA CANCER RESEARCH CENTER
DEVELOPMENT CONSULTING SERVICES**

The Louisiana Cancer Research Center (LCRC) is accepting proposals from qualified development/fundraising consultants who will assist in developing a short-term and multi-year development program. Please see the timeline below for important deadlines and review the following pages for complete information on the request for proposal process.

Timeline of Activities and Proposal Format

One (1) Original and four (4) hard copies of each proposal shall be submitted by the deadline per the RFP. The original copy of the proposal shall be clearly labeled "Original".

LCRC will receive proposals in response to this RFP until 4:00pm, CST on July 1, 2019. Proposals received after that time will not be reviewed. Proposals shall be in a sealed envelope plainly marked with the project name "Development Consulting Services Proposal", and shall be addressed as follows:

Louisiana Cancer Research Center
1700 Tulane Avenue, 10th Floor
New Orleans, Louisiana 70112
Attention: Vinson Alford, RFP Coordinator

Section 1. Summary of Request

The Louisiana Cancer Research Center is accepting proposals from a qualified development professional(s) (“Consultants”) for the creation and management of a development/fundraising plan. The Louisiana Cancer Research Center anticipates awarding the contract on or before July 15, 2019.

The Louisiana Cancer Research Center anticipates that the Consultant(s) will be able to provide a variety of services as outlined in Section 3, Scope of Work/Service Expectations. Questions regarding the proposal can be directed to:

Vinson Alford, RFP Coordinator
valford@lcrc.info

Section 2. Background and Overview

The Legislature of Louisiana enacted La. R.S. 17:1921 et. seq., which created the Louisiana Cancer Research Center of L.S.U. Health Sciences Center in New Orleans/Tulane Health Sciences Center (LCRC) with the primary function of conducting research and promoting education in the diagnosis, detection, and treatment of cancer.

The LCRC’s mission is to seek National Cancer Institute (NCI) designation by developing a coordinated cancer research and education program that will optimize discovery and development of innovative cancer therapies; leading to innovative clinical treatment programs; offering new opportunities for early detection, treatment, and prevention of cancer in our region; and promoting regional economic growth. LCRC is a consortium of partners including Tulane University Health Sciences Center (“TUHSC”), Louisiana State University Health Sciences Center in New Orleans (“LSUHSC”), Xavier University (“XAVIER”), and the Ochsner Health System (“OCHSNER”).

The LCRC building (the “Center”) is a ten-story, state-of-the-art cancer research center on the corner of Tulane and S. Claiborne Avenues in downtown New Orleans. The Center houses approximately 200 cancer researchers, allowing them to collaborate more easily as they seek a deeper understanding of the biology of cancer in the hopes of developing new treatment options for the citizens of our state.

LCRC seeks to create a comprehensive Fundraising Program to be comprised of three general components: 1) an online fundraising campaign; 2) an annual event series; and, 3) an active engagement with donors, including major donors.

Section 3. Scope of Work/Service Expectations

LCRC anticipates the following services would be provided by the development/fundraising consultant. The selected firm or individual will be viewed as an active partner in assuring LCRC a high-level of satisfaction during the process, the outcome, and the cost associated with developing its programs. **A detailed “Scope of Services” will be revised and finalized at the time of the contract.**

The Scope of Services may include but is not limited to the following:

1. Research comparable centers and development programs to ascertain areas for growth and future success in fundraising and communications;
2. Analyze LCRC's fundraising potential as it pertains to major gifts, foundation/corporate grants, fundraisers, individual recurring giving, campaigns, and other; and design and implement a development plan to support the growth of the organization;
3. Articulate a clear and compelling case for support for LCRC, and craft a 3-5 year development plan/fundraising strategy that will inspire and motivate constituencies to achieve ambitious revenue generation goals;
4. Working with the Chief Administrative Officer and the Development Committee to guide, manage and actively participate in efforts to identify, cultivate and solicit sources of funds and gifts;
5. Develop strategy and plans for an annual fundraising and/or enhance existing initiatives;
6. Develop and maintain strong, collaborative working relationships with LCRC's Development Committee, corporate membership; and, together, work on the identification and implementation of innovative, mutually beneficial fundraising efforts;
7. Maintain, update, and analyze the donor files to help target prospects and energize lapsed donors—research donor tracking resources;
8. Review and assist to create/update gift processing procedures and policies;
9. Work with Development Committee to institute a system of accountability and a means of critical evaluation of the effectiveness and success of LCRC's development activities and programs;
10. Develop timelines, budgets and overall fundraising goals in partnership with the Fundraising Development Committee and Chief Administrative Officer;
11. Develop and implement LCRC's annual operational/ fundraising plan to ensure the successful achievement LCRC's financial goals and growth;
12. Act as a Liaison between the partner institution's government relations office, development office, foundations, and/or other fundraising officials;
13. With media consultant, develop materials and create a direct mail campaign/appeal;
14. Analyze data, segment donor lists, and test and re-test appeals – to produce the most cost-effective return on investments in fundraising;
15. Create Strategy(s) for Social Media Campaigns and coordinate deployment with Public Relations;

Section 4: Minimum Qualifications of Proposer

1. Proven track-record and success in driving revenue generation from corporate and private organizations across multiple funding sources.
2. Previous experience creating and implementing a fundraising program with defined priorities, metrics, and clear accountability.
3. Strong strategic and implementation skills.
4. Ability to quickly grasp the opportunities and challenges of the LCRC and the role, and understand how to work effectively to develop innovative and creative fundraising plans.
5. Ability to persuade, influence and build and preserve trust and agreement, as well as confidence and respect, among various constituencies.
6. Demonstrated ability to personally secure funds from a wide range of donors.

Section 5. Standard Terms and Conditions

When preparing the proposal for submission to the LCRC in response to this RFP, Proposers should be aware of the following terms and conditions which have been established by the Louisiana Cancer Research Center.

- The Louisiana Cancer Research Center reserves the right to reject any and all proposals, to consider alternatives, to waive any informalities and irregularities, and to re-solicit proposals.
- LCRC reserves the right to conduct reviews of and discussions with those who have submitted proposals or other entities as it deems necessary or appropriate to assist in the evaluation of any proposal or to secure maximum clarification and completeness of any proposal.
- All proposals submitted must be valid for a period of ninety (90) days after the date of the proposal deadline.
- LCRC assumes no responsibility for payment of any expenses incurred by any individual or firm as part of the RFP process.

Section 6. Proposal Evaluation

LCRC will select the proposer whose offer will provide the most favorable mix of credentials and cost, thereby ensuring overall best value procurement. LCRC reserves the right to award the contract to a successful proposer who may not necessarily be the lowest bidder based upon cost comparison.

The following evaluation criteria will be utilized to evaluate the proposals.

1. General organization and completeness of the proposal
2. Background and Experience
3. Past Performance
4. Approach and Methodology
5. Cost Reasonableness and Competitiveness

Section 7. Proposal Submittal

Firms or individuals who are interested in providing services requested under this RFP must submit a proposal containing the mandatory information specified in the section. The proposal must be received in hard copy (printed) version by the RFP Coordinator on or before the date and time specified in the Exhibit A - Timeline. FAX or e-mail submissions shall not be acceptable. Proposers mailing their proposals should allow sufficient mail delivery time to ensure receipt of their proposal by the time specified. The proposal package must be delivered at the Proposer's expense to:

Louisiana Cancer Research Center

Attn: Vinson Alford, RFP Coordinator
1700 Tulane Ave., 10th Floor
New Orleans, LA 70112
Telephone: (504)210-1030
Email: valford@lcrc.info

The responsibility solely lies with each Proposer to ensure their proposal is delivered at the specified place and prior to the deadline for submission. Proposals received after the deadline will not be considered.

1. Provide the name and home office address of your business. Describe your business entity type (corporation, general partnership, Limited Liability Company, Sole Proprietor, etc.) Indicate in what state and year your business entity was incorporated or formed.
2. Provide a brief history of your business, including years of operation, general business description, and number of clients serviced, types of services generally offered, and statement of philosophy of customer service levels provided to clients.
3. Identify the key personnel who will be assigned to perform services for LCRC and who will provide continuing support throughout the term of the contract. Provide resumes stating qualifications for key personnel and provide a statement as to the availability and accessibility of the individual(s) who would be assigned to LCRC's account.
4. Describe your experience in providing similar services in a Cancer Center or related environment (if applicable). Include a list of recent clients listing the name of the organization and the location.
5. List three (3) or more current or recent clients. List Cancer Centers, Research Institutions and/or other Medical/Research, academic institutions' clients (if applicable). Provide telephone numbers and contact names for all references.
6. Provide specific costs per services, for the services listed above. Include an hourly rate and description of services performed beyond the normal scope of services that would be included in a contract.

In general, the proposal should contain the following:

- Executive Summary
- Background and Experience
- Approach and Methodology
- Proposed Staff Qualifications
- Cost Proposal

Section 8. Confidentiality

Any and all information and data provided with or related to this RFP are proprietary to LCRC and should be treated as confidential information. It is for your exclusive use in preparing a proposal and must not be shared, where written or oral, with any other firm or used for any other purpose. The use of the Louisiana Cancer Research Center's and/or any of its member institutions' names in any way as a potential customer(s) is strictly prohibited.

In addition, if anything submitted in your proposal is confidential to your organization it should be clearly marked as such.

Thank you for your interest in working with LCRC. We look forward to reviewing your proposal.

Attachment: Exhibit A – Anticipated Timeline

Exhibit A

1. The RFP process will proceed according to the following anticipated schedule:

RFP Timeline	
June 12, 2019	RFP Issued
June 20, 2019	Deadline for all questions and clarification inquiries which must be submitted electronically to info@lcrc.info (or valford@lcrc.info)
June 24, 2019	Answers to questions distributed and/or posted to LCRC's website (louisianacancercenter.org)
July 1, 2019	Proposals due
July 2-12, 2019	Proposer Interviews (if needed)
By July 15, 2019	Consultant Selection

2. Responses will be due no later than 4:00PM CST (local time) on July 1, 2019. **Responses received after the due date will not be considered.**