



## **Request for Proposals (RFP)**

**for**

**Funds Development/Fundraising Consulting Services**

**Date Issued: June 29, 2020**

**Deadline to Submit Proposals: July 21, 2020, by 4:00 pm (CST)**

## **A. Background and Overview**

The Louisiana Cancer Research Center is accepting proposals from qualified and experienced individuals or firms (“Proposers”) to provide funds development and fundraising services that will assist in developing a short-term and a multi-year funds development program. In general, LCRC seeks to create a comprehensive Development Program to be comprised of three broad components: 1) online and/or social media fundraising campaigns; 2) an annual event series; and, 3) an active engagement with donors; including major donors.

In 2002, the Legislature of Louisiana 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 in its pursuit of obtaining National Cancer Institute (“NCI”) designation. NCI designation is the gold standard for cancer programs. Currently, there are only 71 NCI-Designated Centers across the United States.

LCRC was created as a private non-profit cooperation and is now established as a distinctive collaborative public-private partnership of four of the state’s most prestigious academic medical and research institutions; namely LSU Health New Orleans, Tulane University Health Sciences Center, Xavier University of Louisiana, and Ochsner Health System.

Aligned with its recent strategic planning initiative, LCRC desires to substantially increase its fundraising efforts and results; while also diversifying its revenue sources. The successful Proposer will play a pivotal role in customizing and advancing LCRC’s development and fundraising strategy and programs.

## **B. Proposal Format and Required Information**

In order to evaluate all proposals effectively, Proposers are required to include (at minimum) the following information in their proposals:

- 1. History & Structure** – Provide a description of your business, staffing, structure, and other relevant information; and provide detailed and complete contact information.
- 2. Professional Background and Experience** – Provide information on your background and experience.
- 3. Pricing Schedule** – Provide a description of your pricing schedule on a daily, hourly rate, fixed sum, or other pricing mechanism. Provide all pertinent pricing details.
- 3. Capability Statement** – Provide a detailed response(s) to the services/specifications requested (include information on approach and methodology).
- 4. Proposer’s References** – Provide a list of references with detailed contact information (minimum of 3). Please provide information on similar clients (if applicable)

### C. Timeline and Format

The RFP process will proceed according to the following anticipated schedule. LCRC reserves the right to revise the schedule if necessary. All prospective Proposers will be notified of any changes to the schedule.

<b>Timeline</b>	
June 29, 2020	RFP Issued to prospective Proposers
July 7, 2020	Deadline for prospective Proposers to submit all questions and clarification inquiries, which must be submitted via email to <a href="mailto:info@lcrc.info">info@lcrc.info</a>
July 14, 2020	Answers to questions distributed to all prospective Proposers via email as an addendum; and posted to LCRC's website ( <a href="http://louisianacancercenter.org">louisianacancercenter.org</a> )
July 21, 2020	<b>Proposals due</b>
By August 28, 2020	Consultant Selection

- All questions pertaining to this proposal must be made via email to the RFP Coordinator  
Email: [info@lcrc.info](mailto:info@lcrc.info)
- **Proposals are due by 4:00pm, CST on July 21, 2020.** Proposals received after this date and time will not be reviewed or considered.

Firms or individuals interested in providing services requested under this RFP must submit a proposal containing the required information specified in this RFP. Proposals shall be submitted in hard copy (printed), signed, and delivered in a sealed envelope marked with the project name "**Funds Development/Fundraising Consulting Services**". The proposer's submission should include one (1) original and three (3) copies of the proposal. FAX or e-mail submissions are not acceptable. Proposers mailing their proposals should allow sufficient mail delivery time to ensure receipt of their proposal by the date and time specified.

The proposal package must be delivered at the Proposer's expense to:

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

#### **D. Scope of Services**

LCRC anticipates the following services would be provided by the development/fundraising consultant.

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

1. Research comparable centers' funds development and/or fundraising programs to ascertain areas for growth and future success for LCRC's programs;
2. Develop and maintain collaborative working relationships with the LCRC's Chief Administrator and Development Committee to guide, manage and actively participate in development and fundraising efforts;
3. Lead the development of timelines, budgets and overall fundraising goals in partnership with LCRC's Chief Administrator and Development Committee;
4. Analyze and identify opportunities and challenges of existing fundraising efforts and infrastructure to determine areas for growth and improvement;
5. Analyze LCRC's future 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;
6. Assist in developing for articulation, a clear and compelling case for support for LCRC that will inspire and motivate current and potential donors in an effort to achieve revenue generation goals;
7. Act as a liaison between and collaborate with LCRC's partner institutions' government relations offices, development offices, foundations, and/or other fundraising officials;
8. Develop a strategy and plans for annual fundraising and/or enhance existing activities;
9. Create or select, maintain, and regularly analyze a donor database and files to help target prospects and energize donors
10. Review and assist in creating new and/or updated gift processing procedures and policies which include processes for timely and appropriate acknowledgement of donors and gifts;
11. Participate in goal setting for LCRC's annual development and fundraising plans in support of LCRC's financial goals and growth;
12. Work with Public Relations and Media consultant(s) to develop materials and create a direct mail campaign/appeal;
13. Create strategy(s) for social media campaigns and coordinate deployment with public relations.

**NOTE: This scope of services is not final until a consultant is selected and negotiations are completed.**

## **E. Qualifications of Proposer**

The successful Proposer will possess and/or will demonstrate the following qualifications:

1. A proven track record for creative excellence in developing fundraising plans and developing an organization(s)' fundraising capacity.
2. Previous experience creating and implementing a fundraising program with defined priorities, metrics, and clear accountability.
3. Demonstrated ability to secure funds from a wide range of donors, including major gifts from individuals and/or organizations.
4. Ability to quickly grasp the opportunities and challenges of the LCRC and the role, and understand how to work collaboratively and effectively to develop innovative and creative development and fundraising plans.
5. Ability to persuade, influence, and build and preserve trust and consensus among various constituencies.
6. A flexible and inclusive approach to leading and managing which can be adjusted for different audiences.
7. Excellent written and verbal communications skills.

LCRC has a strong preference for a person or firm with experience and/or familiarity with a Cancer Center, a related academic medical institution, Center of Excellence, or related entity, demonstrated by past consultation, employment, or other engagement (within the past 5 years).

## **F. Terms and Conditions, and Guidelines**

Proposers should be aware of the following guidelines, terms and conditions, and guidelines established by LCRC in administering this solicitation.

- LCRC intends to issue a Fixed/Not-to-Exceed Price Agreement to the successful Proposer. The agreement will outline approved billing rates for each type of service provided and the terms and conditions applicable for the work performed. The anticipated initial term is six (6) months to (1) year; however LCRC may exercise the option to extend or renew the agreement under the same terms and conditions, by agreement of the parties.
- LCRC reserves the right to reject any and all proposals, to award multiple agreements, to consider alternatives, to waive any informalities and irregularities, and to re-solicit proposals.
- LCRC reserves the right to conduct discussions with those who have submitted proposals or other entities as it deems 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 sixty (60) 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.

## **G. Proposal Evaluation**

LCRC will select the Proposer who offers the most advantageous mix of credentials and cost. LCRC reserves the right to award the contract to a successful Proposer who may not necessarily be the lowest Proposer based upon cost comparison.

For the purpose of evaluation and scoring of the proposals received, the following criteria have been established in no particular order of importance:

1. General organization and completeness of the proposal
2. Qualification and Experience
3. Past Performance
4. Plan/Approach to providing services
5. Cost Reasonableness and Competitiveness
6. Other information

## **H. 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, whether 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.