



Celebrating More Than 20 Years of Building Hope, Lives & Communities

Issue Date: February 5, 2013

Closing Date: March 8, 2013

**Request for Proposal
Campaign Consultant Services
Capital Campaign**

To all interested parties:

Habitat for Humanity of Greater Los Angeles (HFH GLA) is soliciting proposals from fundraising firms qualified to conduct a feasibility study for a campaign. All proposals must be submitted in accordance with this Request for Proposals (RFP) and received no later than 5 p.m., Pacific Standard Time, on Friday, March 8, 2013. Proposals should be created as a Word document, and e-mailed as an attachment, to the addressees indicated below. This RFP does not obligate HFH GLA to award a contract or to pay any cost incurred in the preparation and submission of the proposal.

Any questions concerning this RFP should be submitted before February 28, 2013.

Questions and final proposals should be submitted to:

Erin Rank, President and CEO, Habitat for Humanity of Greater Los Angeles, erank@habitatla.org

AND

Jennifer Wise, Vice President of Resource Development, Habitat for Humanity of Greater Los Angeles, jwise@habitatla.org

1) Introduction

HFH GLA is seeking the services of a fundraising firm with a strong presence in Los Angeles to conduct a feasibility study in preparation for a capital campaign.

2) Background

Habitat for Humanity of Greater Los Angeles (HFH GLA) is an independent, California non-profit affiliated with Habitat for Humanity International. Since our founding, we have built and renovated more than 800 houses locally and internationally, forever changing the lives of more than 2,500 people. HFH GLA serves the low and very low income community: individuals earning between 30 and 80 percent of the local Area Median Income. Our service territory covers two-thirds of Los Angeles County, and includes 51 municipalities and 61 unincorporated areas in the greater Los Angeles metropolitan area.

3) Purpose

The purpose of this RFP is to retain a fundraising consultant to conduct a feasibility study for a campaign. The fundraising consultant's responsibilities would include:

- Conducting confidential interviews with approximately 40 major donors.
- Reporting and analyzing the results of these interviews in a clear, concise publication.
- Assisting HFH GLA staff in the development of a case statement.
- Determining a realistic campaign goal.
- Presenting the feasibility study results, case statement, and campaign recommendations to the Development Committee of our Board of Directors, and perhaps the full Board.



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4) Required Qualifications

The firm we choose will have the following qualifications:

- a. Proven experience conducting campaigns for high-profile non-profit organizations.
- b. Proven experience developing materials involving humanitarian and social justice issues.
- c. Strong knowledge of the Los Angeles non-profit environment and a history of conducting successful campaigns in the Los Angeles metropolitan area.
- d. Demonstrated capability to develop and deliver clear and effective messages.
- e. Demonstrated history of responsiveness to clients.

5) Performance Period/Schedule

The period of performance will be from the award date (or agreed-upon date thereafter) through July 31, 2013. Delivery of the feasibility report and campaign plan will take place by June 30, 2013, at the latest. We may also ask for a presentation at our annual Board of Director's Retreat in July. If HFH GLA decides to implement a campaign, the selected firm will have the opportunity to submit a proposal for a more extensive campaign management contract.

The preliminary schedule for the campaign is:

- March/April: HFH GLA evaluates proposals and selects a consultant.
- April: HFH GLA negotiates and executes contract with consultant.
- May/June: Consultant performs feasibility study.
- July: Consultant presents results and recommendations to HFH GLA staff and Board of Directors.

6) Instruction for Proposal Preparation

The proposal must include the following:

- Draft implementation plan and timeline.
- Proposed detailed budget.
- Resumes of key personnel working on project.
- References from previous clients from past three years for similar organizations or projects.
- Samples of previous feasibility studies and campaign plans.

7) Consultant Selection

Proposals will be evaluated and scored by HFH GLA staff and members of HFH GLA's Development Committee in their sole discretion based on the following criteria:

- Demonstrated experience of staff to be assigned to the feasibility study.
- Firm's understanding of economic development in the Los Angeles area.
- Campaign strategy's fit with HFH GLA's values and operations.
- Demonstrated experience of the firm.