

WASHINGTON STATE NCSL 2015 HOST COMMITTEE

**REQUEST FOR PROPOSAL
FOR
Fund Raising Consultant for the
2015 NCSL LEGISLATIVE SUMMIT**

**for
Washington Host Committee**

For additional information, please contact:
Melinda Ellis-McCrary
Phone: 360-786-7385 Email: melinda.mccrady@leg.wa.gov

Firm Name: _____

Address: _____

City: _____ State: ____ Zip: _____

Telephone: _____ E-mail: _____

Signed: _____ Date: _____

Print Name
and Title: _____

**REQUEST FOR PROPOSAL FOR A FUND RAISER
NCSL 2015 LEGISLATIVE SUMMIT**

The Washington Host Committee (Host Committee) seeks to contract with a Fund Raising Consultant for the purpose of raising funds for the NCSL 2015 Legislative Summit to be held in Seattle, Washington, August 4-7, 2015.

Proposals must be submitted no later than February 20, 2014.

General Information:

NCSL's Legislative Summit will take place in Seattle, Washington August 4-7, 2015.

This will be NCSL's 41st Legislative Summit. The Legislative Summit Meeting has been held in cities and states across the nation and invites legislators and legislative staff from all 50 states, as well as its territories, and commonwealths. The average attendance of the Legislative Summit is approximately 6,000 people, and includes an exhibition with approximately 300 companies and 1000 exhibitors. Delegates will attend approximately 160 sessions at the Washington State Convention Center (WSCC). The Host Committee is responsible for funding major components of the meeting, such as social events, transportation, signage and volunteers.

Purpose:

The Consultant shall provide fund raising services to the Washington Host Committee in conjunction with NCSL's 2015 Legislative Summit meeting to be held in Seattle. The Consultant will work with the Legislative Host Committee in completing the scope of work described below:

Scope of Work:

The Consultant will, on behalf of NCSL and in cooperation with the NCSL 2015 Washington Host Committee and its executive Director (ED), work to assist the Host Committee and its Leadership as follows:

- Raise and collect a minimum of \$1,500,000 by July 31, 2015. Funds raised prior to execution of this contract are not included in the \$1,500,000 fund raising goal. Funds raised directly by NCSL are not included in the fund raising goal of \$1,500,000.
- Determination of an all-inclusive list of potential sponsors at varying levels and their appropriate contact personnel.
- Initiate contact on behalf of the Host Committee with potential sponsors, send materials, schedule and attend meetings and conduct all follow-up work requested to ensure a thorough and timely solicitation and successful receipt of money pledged.
- Act as a liaison with NCSL, the Host Committee/ED and sponsors to ensure information is disseminated, deadlines communicated and activities explained. This may include any special marketing or promotional opportunities agreed to by NCSL, the Host Committee and the Sponsor.

- Keep a comprehensive list of solicitations, status, timelines and goals achieved. Report these to the Host Committee/ED on a regular basis.

Overall Fund raising Principles - In order to make all the components of a fund raising program work, each component must have a goal and a time line. The Consultant and the Washington Host Committee will work together to develop a final fund raising goal and timeline. Once the goals and timeline are finalized, the Consultant will focus on the management, including necessary follow-up to make sure the goals are reached in the agreed upon time line.

Key Fund Raisers - A crucial component to a fund raising program is successfully recruiting key people to raise money for the Host Committee. The Consultant must identify a core group of people who can raise money through their networks within the agreed upon time line. Once a person has committed to a fund raising goal or contribution amount and a deadline, Consultant shall conduct on-going follow-up to assure the person is on track to reach that goal.

Donor Calling - Once the Host Committee has compiled a list of donors and drafted a strong message the Host Committee will institute a major donor calling program. The Consultant will draft a calling schedule, get pledge letters out immediately and provide consistent tracking of the contributions received. The consultant will initiate bi-weekly calls with the Host Committee and Consultant for the purposes of evaluating fund raising efforts and communication about prospective donors.

Evaluation of Proposals:

The Host Committee will evaluate each such applicant and proposal on the following factors, which are not listed in relative order or importance:

1. Responsiveness of proposal to request for proposal.
2. Functional and technical merit of proposals, including:
 - a) Qualification of the vendor;
 - b) Qualification of the assigned staff, if any;
 - c) Prior experience;
 - d) Working plans for the project; and
 - e) Understanding of the requirements of the contract.
3. Cost.
4. Oral presentation, if any.

Publications and Publicity:

No announcement concerning the award of the contract as a result of the RFP may be made by the successful applicant without the prior written approval of the Host Committee. Additionally, the successful applicant shall not use in its external advertising, marketing programs or other promotional efforts, any data, pictures or other representation of the Washington Host Committee or NCSL, except as specifically authorized in the contract awarded.

Articles, papers, bulletins, reports or other material reporting the plans, progress, analysis or results and findings of the work conducted under this contract shall not be presented publicly or published without prior written approval of the Washington Host Committee.

Project Records:

The contractor agrees that the books, records, documents, and accounting procedures and practices of the contractor relevant to this agreement are subject to inspection, examination, audit and copying by the Host Committee or its agents, at reasonable times and with reasonable notice.

Any reports, studies, photographs, or other documents prepared by the contractor in the performance of its obligations under this agreement are the exclusive property of the Host Committee and all such materials must be remitted to the Host Committee by the contractor upon completion, termination, or cancellation of this contract. The contractor shall not use, willingly allow, or cause to have such materials used for any purpose other than the performance of the contractor's obligations under this agreement with the prior written consent of the Host Committee.

Proposal Preparation and Submission:

A proposal must be prepared in accordance with this request for proposals and include this document and photocopies thereof with an original signature on each. Please submit one original hard copy as well as an electronic copy no later than February 20, 2014, to:

Melinda Ellis-McCrary
WA State House of Representatives
PO Box 40600
Olympia, WA 98501
360.786.7385
melinda.mccrady@leg.wa.gov

The person signing the proposal must be authorized to commit the applicant and to conduct negotiations or discussions if requested or required.

The Host Committee reserves the right to reject any or all proposals, to waive any informalities or minor irregularities, and to make the award in the best interest of the Washington Host Committee, with or without further discussions or negotiations.

The Host Committee will give preference to those qualified applicants that have previously done business in the State of Washington.

The Host Committee assumes no liability for any costs incurred by applicants in the preparation and delivery of a proposal in response to this request for proposals, or attendance of any subsequent meetings relative to responding to this request for proposals.

The applicant may modify a proposal at any time, in written form, before the closing date listed on page 1. A proposal may be withdrawn at any time, upon written notice to the Host Committee.

The applicant's response to this request for proposals will be the primary source of information used in the evaluation process. Therefore, each applicant is advised to be as complete as possible in the initial response. The Washington Host Committee, or their designee, may contact any applicant to clarify any response, contact any current users of the applicant's services, solicit information from any available source concerning any aspect of the proposal, and seek and review any other information it deems pertinent to the evaluation process.

Any questions regarding the proposal should be directed to Melinda Ellis-McCrary, Washington Host Committee. Phone: 360.786.7385 Email: melinda.mccrady@leg.wa.gov

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RFP Application:

Instruction: Please complete all information requested in the following application. Provide any additional information regarding your company that would be helpful to us in evaluating your proposal, especially any prior association with NCSL conferences. Additional pages may be added if necessary. **Please submit one original hard copy of your proposal, with others submitted electronically.**

1. Applicant Summary Information:

Name:
Contact person:
Address:
Telephone:
Federal Tax ID#:
Email:
Web site:

1. Description of Company:

Describe your company, including organizational structure, locations of offices, experience, financial stability, and qualifications of key personnel to be assigned to the project.

2. List of Owners:

Provide a complete list of owners

3. Project Work Plan and Fee Structure

The proposed work plan must include a detailed plan, fee structure, and time schedule identifying the activities that must occur, and responsibilities of the applicant.

4. Current references

List a minimum of five references, including the name of a contact person, name of company, address and telephone number. The references must include a least 3 specifically related to the applicant's experience as a fund raising coordinator.