



7 July, 2008

TO WHOM IT MAY CONCERN:

RE: Fundraising Campaign for the Lunenburg County Lifestyle Centre

The Town of Bridgewater and the Municipality of the District of Lunenburg are seeking "Request for Proposals" for the completion of a Fundraising Campaign / Strategic Plan for the Lunenburg County Lifestyle Centre for the Town and the Municipality.

The lowest or any proposal will not necessarily be accepted.

Proposals, clearly marked "**RFP2008-LCLC-001**" will be received by the undersigned until 10 am, August 5, 2008 at 60 Pleasant Street, Bridgewater, NS.

Regards,

A handwritten signature in blue ink, appearing to read "Annalise Wentzell", is written over a faint, larger version of the same signature.

Annalise Wentzell
Acting Purchasing Agent

Enclosure



REQUEST FOR PROPOSALS

FUND RAISING CAMPAIGN

LUNENBURG COUNTY LIFESTYLE CENTRE

RFP2008-LCLC-001

JUNE/2008

1.0 Introduction & Project Requirements

The Lunenburg County Lifestyle Centre Society (LCLC) in partnership with the Town of Bridgewater & the Municipality of the District of Lunenburg is seeking the assistance of a qualified consulting firm to manage, co-ordinate and implement the development of a Capital Fund Raising Campaign for a new Multi-Purpose Facility Recreational and Cultural Facility.

Working in collaboration with the Lunenburg County Lifestyle Centre Society, the Fundraising Committee, and respective staff responsibilities of the consultant would include:

- Develop a strategy for all aspects of the campaign including the prospect list, the case for support, the ask, the printed material, the recognition program, and management of the database.
- Work independently and in a team environment with a group of volunteers, including their training and motivation.
- Set priorities and meet both performance and time based targets.
- Manage multiple tasks and projects.
- Establish a procedure to ensure that all donor records are maintained in confidence and with integrity.
- Conduct personnel assessments to determine suitability of key volunteers.
- Recommend computer software that will assist in the management of the campaign.
- Make recommendations to the LCLC Society and the Fundraising Committee as deemed appropriate.

It is also understood that the target of 4 million is to be achieved within one year and that a primary task of the consultant will be to make recommendations to the LCLC Society on a volunteer framework to achieve this result.

2.0 Scope of Work

Based on the project requirements, the scope of the work is as follows;

Phase I – Strategic Plan

In conjunction with the LCLC Society and the Fundraising Committee, develop a strategic fundraising campaign building on the Feasibility Final Report as prepared RBR Development Associates Limited that effectively address and include the following:

- A situational analysis review to evaluate the specific areas of strengths, weaknesses, threats and, most importantly, identifying opportunities relating to the overall fundraising campaign.

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- Incorporation of sound fund raising strategies, including initiatives and activities which will ensure the fund-raising target is achieved. This would include, but not limited to, corporate, local business, foundations, other government programs, community, and individuals. Strategies will include sponsorship, pledges, donations, partnerships, contract services, completion of applications, preparation of proposals, and the design and implementation of a payroll deduction program.
- Establishment of short and long range campaign goals and objectives with a comprehensive action plan specifying targets, process, materials and approaches, human resources, monitoring and review processes, and time lines.
- Development of a marketing and communications plan that will effectively reach the target markets for the funding strategy components, including a follow through program and an awareness campaign. This plan will include recommended and approved strategies and action plans, and an internal communications program to enhance volunteer capacity and awareness of the overall activities and achievements.
- Development of a campaign budget that will effectively enable the implementation of the strategic fundraising campaign.
- Incorporation of a volunteer recruitment, management, recognition and training program that expands and enhances the overall performance and satisfaction of the volunteers involved in the program.
- Development of an information and data record management system to support the ongoing monitoring and updating required throughout the project.
- Development of a plan, with suggested values for different levels of sponsorship, for fixed assets within the facility including the building itself, component rooms, seating, and others.

Overall the plan will be developed in collaboration with the LCLC Society and the Fundraising Committee, and results in a comprehensive strategic fundraising campaign that empowers the volunteers and community to achieve the goal within one year.

Phase II - Implementation of Strategic Plan

In conjunction with the Fundraising Committee and its partners, provide direct assistance and, where appropriate, implement the overall strategic plan, including:

- Mobilize the efforts of the volunteer sub-committees to begin implementation of the actions as outlined in the strategy;
- Develop, implement and evaluate the volunteer training and capacity building activities outlined in the strategic plan, accessing community resources where possible;
- Develop and coordinate the production of the marketing materials and communication tools as outlined in the strategy;
- Implement the communications plan in conjunction with the appropriate committees and/or staff;
- Provide direct support, resources and coordination to the committees implementing various aspects of the fundraising activities, including assisting in coordination of events, making and attending appointments, facilitating meetings, making presentations to key funding sources, and preparation of applications;
- Facilitate ongoing communication, monitoring and motivation within the committees;
- Oversee the development of an interactive web site for the campaign;
- Monitor and maintain supervision of the management of the databases created within the campaign;
- Meet with the Fundraising Committee on a monthly basis and sub-committees as required;
- Suggest and design methods to apprise the public of campaign progress.

3.0 Submission Format

In response to this Terms of Reference, the consultant will submit a proposal including the following;

- ✓ Information on the general approach and philosophy of their company to projects of this type.
- ✓ A detailed description of the methodology proposed by the Consultant(s) to indicate his/her understanding of the project, and achieving the desired results.
- ✓ A list of the tasks that will be undertaken by the Consultant(s).

- ✓ A list of the members of the Consultant(s) Project Team, including the Curriculum Vitae of the key team members showing their experience relative to this assignment and their role on the Project Team.
- ✓ Two (2) client references with names and telephone numbers.
- ✓ Timing, including initial meeting(s), start up, key milestones, and completion dates.
- ✓ Any other information the Consultant may wish to provide.
- ✓ A fee for the provision of this service, along with a requested payment schedule. Please attach as a separate schedule.

4.0 Submission Information

The deadline for proposal submission is 10:00 am on Tuesday, August 5th, 2008 at the Town of Bridgewater. Proposals are to be submitted in a plain, sealed envelope and shall be labeled "RFP2008-LCLC-001".

Proposals to be addressed to:

Annalise Wentzell
Acting Purchasing Agent
Town of Bridgewater
60 Pleasant Street
Bridgewater, NS B4V 3X9

Submissions shall include four copies (3) bound and 1 unbound copy of the proposal.

Late proposals shall not be accepted by the Town, and will be returned unopened to the consultant. Submissions by fax and e-mail will not be accepted.

5.0 Acceptance

The Town of Bridgewater reserves the right to reject any or all proposals submitted. As well, the Town reserves the right to not necessarily accept the proposal with the lowest bid or accept any proposal it feels may not be in the best interest of the Town.

6.0 Information

Clarification or any questions regarding Request for Proposals shall be communicated in writing to Greg Amos, Fundraising Chair,
(902)-766-4795 (phone)
gamos22@lclc.ca