

Fundraising Consultant to the Capital Campaign

Request for Proposal

October 1, 2021

OVERVIEW

The Stony Plain Public Library, as the oldest cultural institution in Stony Plain, turned 75 in 2020. The library opened in January 1945 with 500 books on the shelves and much has changed over the last seven decades. In the spring of 2021, the new Stony Plain Public Library (SPPL) opened its doors.

It is here, at the new Stony Plain Public Library, where we will all grow towards the future together, in a revitalized downtown core.

GENERAL PROJECT SCOPE

Stony Plain Public Library is seeking to engage an experienced fundraising consultant or consulting firm to provide strategy, direction, leadership, accountability and the design and implementation of a comprehensive fundraising campaign that will provide structure to achieve revenues of \$1.8 M over five years.

This individual must be an independent, resourceful, and experienced fundraiser.

This Consultant will work closely with the SPPL Capital Campaign team, Library Board and Leadership team.

DELIVERABLES

1. Based on the completed feasibility study (2019), develop, and deliver a campaign plan, inclusive of a Gift Chart relevant to the campaign target, and clearly defining the roles of the campaign committee, Library Board, other volunteers, and Library staff.
2. Assess the likely success of various fundraising strategies to determine which approaches should be included in the comprehensive fundraising campaign.
3. Consult collaboratively with the Capital Campaign Committee to develop a detailed Comprehensive Fundraising Campaign project plan.
4. Consult in prospect identification and design of membership gift levels; assist in identification of donor prospects to determine appropriate asking strategies and donation amounts, recommend the top tier cut-off level of prospects having the best giving potential as those to be personally solicited by Capital Campaign Committee members.
5. Provide expert advice during the design of communication and marketing materials, including printed and digital items. Propose ideas for the campaign visual identity and key messages and ensure that selected messages and visual elements are implemented across all campaign materials.
6. Actively facilitate the Capital Campaign Committee, consulting with the Capital Campaign Committee leadership, to prepare all that is necessary: agendas, timelines, documents and presentation.
7. Sharing relevant information about progress of implementation, requested changes to the plan or budget that may need approval, analysis of spending and revenue data, and other information as requested.
8. Provide opinions and counsel for all situations that directly or indirectly could affect the campaign's outcome.
9. Agree to hold all organizational information, including donor records, in strict confidence.

