



REQUEST FOR PROPOSAL
Fundraising Consultant for Facility Naming Campaign

Issued December 13, 2018

Proposals due January 8, 2019

Proposals will be received until 12:00pm on January 8, 2019. Please address or deliver proposals to:

**Scott County Board of Education
C/O Finance Department
2168 Frankfort Pike
P.O. Box 578
Georgetown, KY 40324**

EQUAL OPPORTUNITY EMPLOYER

Dr. Kevin F. Hub • Superintendent
P.O. Box 578 • Georgetown, Kentucky 40324 • Phone: 502.863.3663 • www.scott.kyschools.us

Overview of Scott County School District

The Scott County Board of Education exists to serve the families of the fastest growing communities in the state of Kentucky. Scott County sits within a triangle of 3 major cities: Lexington, Kentucky; Louisville, Kentucky and Cincinnati, Ohio. We are located at the junction of I-64 and I-75 just north of Lexington, the regional economic hub. Scott County is the home of the Toyota (TMMK) Plant in Kentucky. Scott County boasts 847 new building permits in 2017 alone. Real estate values have increased 7.7% over the past year; 3% from new growth and 4.7% from re-evaluation due to market appreciation.

The Scott County Board of Education serves a membership of 9,680 students. Those students are educated in one preschool, eight elementary schools, three middle schools, one large high school, and two specialty schools. The district will open our second high school, our ninth elementary school, and a 250 student expansion at one of our existing middle schools in August of 2019.

Section 1: PURPOSE

The Scott County Board of Education is requesting proposals from fundraising consultants interested in managing a facility naming campaign. Specifically the naming of our new and existing athletic facilities. Facilities that will be named will be:

- New Fieldhouse at Great Crossing High School
- Gymnasium at Great Crossing High School
- Gymnasium at Scott County High School
- Baseball Field at Great Crossing High School
- Softball Field at Great Crossing High School
- Football Field used by Great Crossing/Scott County High School

These facilities will host high school athletic events for both high schools, providing a unique opportunity to reach almost every household in Scott County.

The purpose of the Request for Proposal is to retain a fund raising consultant who will 1) design a campaign plan, 2) manage the implementation and launch of the campaign, 3) track progress and ensure the campaign remains a priority, 4) identify a donor base and 5) provide progress reports and modifications to the campaign as needed to maximize results.

Section 2: PROJECT

The goal of the facility naming campaign is to reach out on a national basis to find donors and to reinvigorate existing donors.

The Scott County Board of Education will consider a fee schedule or would be willing to negotiate a determined price based on the accepted offer.

The campaign can be terminated by either party upon at least thirty (30) days' written notice, or may be terminated immediately by Scott County board of Education if any of the requirements set forth in the agreed upon campaign agreement are not timely met or if the campaign "message" is not followed by the consultant.

The Scott County Board of Education envisions the completion and success of the facility naming campaign in the following phases (please ensure that all necessary components are accounted for and feel free to modify timelines and /or add additional phases based on your experiences):

Phase 1 Campaign Assessment and Plan

- Develop a campaign plan and calendar.
- Design collateral materials for launch of the capital campaign, including videos, press releases and print ads. Review with district public relations personnel.
- Collaborate with technology department to make sure capital campaign is included on the website.
- Identify donors and create individual donor packets.
- Set goals and develop fundraising strategy and timing.
- Develop campaign events.
- Donor recognition and naming opportunities.

Phase 2 Campaign Implementation and Management

- Conduct confidential interviews with top donor prospects.
- Focus on active cultivation and solicitation of major gift prospects.
- Manage the public information and public relation plan.

Section 3- QUESTIONS

All questions pertaining to this proposal are preferred in writing and sent by email to D.T. Wells (daniel.wells@scott.kyschools.us) no later than January 2, 2019. After this date, no further inquiries, concerns, or questions may be submitted. Questions will be answered by January 4, 2019 at the latest to allow for timely submission of RFP's.

Section 4 – SCHEDULE AND TIMING

Dec. 13, 2018 – RFP issued

Jan. 2, 2019 - All RFP questions submitted

Jan. 4, 2019 - All RFP questions answered

Jan. 8, 2019 – Proposals due

Jan. 17, 2019 – RFP awarded by the board

Jan. 25, 2019 – Campaign planning begins

Feb. 18, 2019 – Campaign Launch

Monthly updates of progress are encouraged

We would like to award naming rights to facilities in June 2019.

Section 5– PROPOSAL FORMAT

Please address the following topics/questions, additional information is encouraged.

Background –

- * Services you have previously provided relative to a capital campaign.
- * Experience with similar projects (national, regional, or local; type of organization)

Administration, Organization, Pricing, and Staffing –

- * Describe your campaign process. What distinguishes your process and approach from those of others?
- * Provide a proposed implementation schedule.
- * What information and recommendations will be included in the campaign plan?
- * A list of anticipated reimbursable expenses and the rate charged for each.
- * Any other additional fees or charges.
- * What are your expectations of the Scott County Board of Education during the campaign process? Provide information regarding the resources and involvement that you will require from us.
- * Provide any other services that may be considered as an added value.

Track Record and References –

- * Please provide us with a client you have represented in the past 3 years.
- * Are you currently doing any work nationally for educational non-profits? If so, who and where? What makes you the “right fit” for us? What sets you apart from other agencies?
- * Provide information regarding your knowledge of and/or experience with schools.
- * Please provide us with three (3) client references we can contact including name, title, organization, email, and telephone number.
- * Provide a sample of previous work related to carrying out a capital campaign - marketing materials, websites, publicity items...

Scott County Board of Education Responsibilities -

- * What are expectations of the staff and board during this process?
- * Would you need us to provide an office space?