



STEPHEN F. AUSTIN STATE UNIVERSITY

NACOGDOCHES, TEXAS

PROCUREMENT AND PROPERTY SERVICES

P. O. Box 13030

NACOGDOCHES, TX 75962

REQUEST FOR PROPOSAL

RFP NUMBER

FUNDRAISING CAMPAIGN-18

ADDENDUM NO. 2

Dated: 09/29/2017

PROPOSAL MUST BE RECEIVED BEFORE:

5:00PM, TUESDAY, OCTOBER 3, 2017

MAIL PROPOSAL TO:

Stephen F. Austin State University
Procurement Services
P. O. Box 13030
Nacogdoches, TX 75962-3030

**HAND DELIVER AND/OR
EXPRESS MAIL TO:**

Stephen F. Austin State University
Procurement Services
2124 Wilson Drive
Nacogdoches, TX 75962

Show RFP Number, Due Date and Time on Return Envelope

NOTE: PROPOSAL must be time stamped at **Stephen F. Austin State University Procurement Services** before the hour and date specified for receipt of proposal.

REFER INQUIRIES TO:

Kay Johnson
Stephen F. Austin State University
Procurement Services
936-468-4037
email: johnsondk6@sfasu.edu

**STEPHEN F. AUSTIN STATE UNIVERSITY
Request for Proposal #FUNDRAISING CAMPAIGN-18**

**THIS ADDENDUM DOES NOT HAVE TO BE ACKNOWLEDGED FOR THE RESPONSE TO
RECEIVE CONSIDERATION.**

ADDENDUM NO. 2

**Please note the following updated Schedule of Events for a date change related to
Finalists Presentations to SFA Board of Regents:**

1.5 SCHEDULE OF EVENTS*	
Issuance of Request for Proposals	September 12, 2017
Deadline for submission of Questions	September 25, 2017 by 5:00pm
Addenda document posted, if any	September 27, 2017 by 5:00pm
Proposal Closing	October 3, 2017, 5:00pm
Evaluation of Proposals and Selection of Finalists and/or Negotiations	October 4, 2017 – October 10, 2017
Finalists Presentations to SFA Board of Regents	October 20, 2017
Award of Agreement	October 2017
Scope of Work to begin	January 2018
Completion of Consulting Services	December, 2023 (Projected)

.....
*Dates are tentative and subject to change.



STEPHEN F. AUSTIN STATE UNIVERSITY

NACOGDOCHES, TEXAS

PROCUREMENT AND PROPERTY SERVICES

P. O. Box 13030

NACOGDOCHES, TX 75962

REQUEST FOR PROPOSAL

RFP NUMBER

FUNDRAISING CAMPAIGN-18

ADDENDUM NO. 1

Dated: 09/27/2017

PROPOSAL MUST BE RECEIVED BEFORE:

5:00PM, TUESDAY, OCTOBER 3, 2017

MAIL PROPOSAL TO:

Stephen F. Austin State University
Procurement Services
P. O. Box 13030
Nacogdoches, TX 75962-3030

**HAND DELIVER AND/OR
EXPRESS MAIL TO:**

Stephen F. Austin State University
Procurement Services
2124 Wilson Drive
Nacogdoches, TX 75962

Show RFP Number, Due Date and Time on Return Envelope

NOTE: PROPOSAL must be time stamped at **Stephen F. Austin State University Procurement Services** before the hour and date specified for receipt of proposal.

REFER INQUIRIES TO:

Kay Johnson
Stephen F. Austin State University
Procurement Services
936-468-4037
email: johnsondk6@sfasu.edu

**STEPHEN F. AUSTIN STATE UNIVERSITY
Request for Proposal #FUNDRAISING CAMPAIGN-18**

ADDENDUM NO. 1

THIS ADDENDUM MUST BE ACKNOWLEDGED IN ORDER FOR THE RESPONSE TO RECEIVE CONSIDERATION. FAILURE TO ACKNOWLEDGE THE ADDENDUM WILL RESULT IN DISQUALIFICATION OF THE RESPONSE.

Please note the following responses to questions received:

1. Whether companies from Outside USA can apply for this proposal? (like, from India or Canada)?

Answer: Yes, companies from outside the U.S. can submit a proposal.

2. Whether selected firm will need to come to SFA for meetings?

Answer: Yes, the firm selected will be required to attend meetings on campus.

3. Can companies perform the tasks (related to RFP) outside USA? (like, from India or Canada)?

Answer: You would need to specify which tasks you would like to perform outside the U.S. in your proposal.

4. Can companies submit the proposals via email?

Answer: Yes, see section 3.2.6 in the proposal.

5. Can you confirm that Section 2.1 #3) "Gather information about the history of previous campaigns, the budget and line item revenue goals for the current campaign and giving histories of individuals, foundations, corporations, community groups, and religious organizations" is referring to previous SFASU campaigns rather than campaigns at similar institutions?

Answer: This statement is referring to the previous campaign at SFASU.

6. Regarding Section 2.2.1," The consulting firm shall report at the frequency determined by senior administrative officials and/or board of regents. Reporting elements to be defined by SFA. Additionally, consultant shall submit required ongoing reports during project as outlined in scope of work in section 2.1 above," when will the expected number and schedule of reports be determined and will SFASU and selected firm mutually decide quantity and scope of reports and anticipated schedule for delivery?

Answer: SFASU and selected firm will mutually decide quantity and scope of reports. However, it is our expectation that the firm selected to be campaign counsel will be capable of delivering reports/updates when requested by senior administration, the university president, and/or board of regents.

7. Sharing major findings of any internal assessment and/or feasibility study would provide us an up-to-date understanding of your unique opportunities. Would you be willing to share those major findings? E.g., can you share results of the feasibility study and internal readiness assessment that are directly related to the Scope of Work outlined in section 2.1 (e.g., specific findings and recommendations as they relate to staffing and structure)?

Answer: Yes.

8. Exhibit C asks for a proposed timeline for conducting the campaign. Does this refer to the proposed timeline of how we would conduct the scope of work outlined in section 2.1 or to the actual campaign (quiet phase, launch, public phase, etc.)? Has a timeline for the campaign been discussed or confirmed? If so, what years are being considered?

Answer: The timeline requested in exhibit C should include the timeline of the actual campaign, as well as the proposed timeline of when the specific items in the scope of work will be attempted and completed. A tentative timeline for the campaign has been discussed by university officials, but we would ask campaign counsel to assist us with the final development of the campaign timeline based on several factors, including funds raised and our desire for the campaign to conclude in 2023 in conjunction with SFA's 100 year anniversary.

9. Do you foresee anything that could impact the planning stages or launch of the campaign? E.g., leadership changes, staffing changes, technology issues, etc.?

Answer: Based on the findings and recommendations of the recently completed feasibility study, we do anticipate additional staff to be added to the office of development. We realize that future leadership changes and technology issues may occur in the future, but are not aware of any changes or issues at the moment.

10. What is the status of the case statement that was used in the feasibility study interviews and the process for identifying any additional projects for the campaign? How much work do you anticipate will be needed in finalizing this document?

Answer: In preparation for the feasibility study each academic college, as well as athletics, was consulted and asked to include all of their respective major initiatives. While there may be additions and deletions from this list, we do not anticipate major changes at this point. The feasibility study gathered a great deal of information from alumni, friends, philanthropic foundations, and corporations regarding their willingness to support many of the university's academic and athletic initiatives. SFA will work with the firm selected for campaign counsel on the development of a case statement.

11. Is there a budget for this engagement and/or contract period? If so, what is it?

Answer: While SFA is undergoing the same state funding reductions as all other public colleges and universities in Texas, the university has decided to leave the budget somewhat open so that we can review each firm's best offer with regards

to the services they offer and costs. The contract period will be renewed on a yearly basis.

12. What were the funding priorities for your last comprehensive campaign?

Answer: Student support (scholarships), academic program support, facility upgrades, expansion, and enhancement, and athletic program support.

13. Have any 'mini-campaigns' been conducted since the conclusion of the last comprehensive campaign; if so, can you describe the purpose/project, when each occurred, and the dollar amounts raised per mini-campaign?

Answer: The closest thing to a "mini-campaign" that has taken place since the last official capital campaign was an initiative to renovate and remodel the McGee Building which houses the Nelson Rusche College of Business. We raised \$300k for the 1st/2nd floor renovations, and \$1.1M for the 3rd/4th floor renovations.

14. The RFP does not explicitly ask for a feasibility study, although it seems to be implied. Is it your intention that counsel also conduct a feasibility study to test proposed priorities and goals?

Answer: A thorough and comprehensive feasibility study was conducted earlier this year (2017). It began in January and ended in June. We were satisfied with the results of this feasibility study and ready to move forward with its recommendation of up to \$100M campaign beginning in January 2018 and ending in 2023.

15. Regarding 2.1 item 3 – our assumption is that the University has the historical information and data, and will provide the items noted to counsel so that we may conduct an analysis of current fundraising. Is this a correct assumption?

Answer: Yes.

16. Regarding 2.1 item 11 – are you expecting counsel to design and write a full campaign case statement for the University to print, or are you asking counsel to guide and assist in developing the document which the University will then design, write and print?

Answer: The University is requesting that counsel guide and assist in developing the document, including its design, which the university will then print.

17. Regarding 2.2.1 – our process is to provide clients with weekly status reports during a feasibility study, a full written report of pre-campaign planning recommendations/actions, templates for general campaign reporting (with data provided by the University); during full campaign counsel, the consultant is normally on-site a minimum of once a month and the team is available as needed by phone, email, skype etc. Are your expectations for reporting beyond these that we do as a normal part of our services?

Answer: The frequency of reporting you describe is consistent with what we are looking for in the firm that is ultimately selected. However, we simply ask that

counsel be ready, at any given time, to provide some type of report should it be needed by university administration and/or board of regents.

18. As the services time frame covers multiple years, it would be difficult to predict total travel expenses as the variables are unknown – is it acceptable to provide a range of expected expenses for each segment of the services (for example from \$X to \$X for pre-campaign travel; from \$X to \$X for feasibility study; from \$X to \$X for onsite visit once a month during campaign?)

Answer: Yes.

19. Do you anticipate needing any assistance before the January 2018 start date?

Answer: No.

20. What were the outcomes from your recently completed feasibility study?

Answer: Seeking a fundraising goal of up to \$100 million from 2018-2023. Major interest among donors was student support, academic program support, and athletic support. SFA development efforts were benchmarked against 7 other regional peer institutions; recommendations were made to increase staff. Prospect analytics is supplemented by Researcher's Point and Wealth Engines.

21. What is your overall campaign budget?

Answer: While we do not have a set budget established for the comprehensive fundraising campaign, the cost of campaign consulting services will be a factor in the selection process.

22. What time zone will we be working in?

Answer: Central Time Zone

23. Having received the campaign feasibility study results, are you comfortable moving forward with a campaign?

Answer: Yes, in general, and we are seeking a fundraising goal of up to \$100 million between 2018-2023. Due to state budget reductions, sufficient staffing will be a factor. If we are unable to afford additional staff, we will need to lower the fundraising goal.

24. Were you given a number they feel you could be successful with – perhaps a low end number or just up to \$100 million?

Answer: We were given a range of \$75-\$100 million. We are almost a 100 year old institution and have only conducted one previous campaign which was much smaller than this one will be.

25. What was the total amount of gift intentions from those interviewed?

Answer: Major gifts were relatively few amounting to \$65-\$75 million. They felt we could do the remaining with smaller, six figure gifts. The projection was somewhere around 1,000 people to produce the \$100 million.

26. Do you feel the feasibility company would do a good job as campaign counsel, or will you start afresh and determine what's best going forward?

Answer: We are required by state law to go out for bid. We were pleased with the work of the feasibility company; however, the door is open to all and it will be a fair and just process for everyone who bids.

27. Did the board participate in the readiness study?

Answer: Yes.

28. Looking forward, is there anything especially important that our firm should know or should be paying special attention to?

Answer: Due to budget reductions, affordability and costs per year are important. The needed staff positions and related costs will be a factor with how we proceed. Since we have not been in a campaign for a long time, how do we succeed? Understanding our location and East Texas culture would be helpful. Our primary markets for both students and alums are East Texas, Dallas and Houston. A large number of our prospective donors for this campaign have been impacted by the recent hurricane.

29. From a budget standpoint, do you have a campaign counsel cost range?

Answer: We do not really know what to expect. We do not want to limit anyone and cannot pin down a range. We want the best cost range we can get for SFA.



STEPHEN F. AUSTIN STATE UNIVERSITY

NACOGDOCHES, TEXAS

PROCUREMENT AND PROPERTY SERVICES

P. O. Box 13030
NACOGDOCHES, TX 75962

REQUEST FOR PROPOSAL

RFP NUMBER
FUNDRAISING CAMPAIGN-18

PROPOSAL MUST BE RECEIVED BEFORE:
5:00PM, TUESDAY, OCTOBER 3, 2017

MAIL PROPOSAL TO:

Stephen F. Austin State University
Procurement and Property Services
P. O. Box 13030, SFA Station
Nacogdoches, TX 75962-3030

HAND DELIVER AND/OR EXPRESS MAIL TO:

Stephen F. Austin State University
Procurement and Property Services
2124 Wilson Drive
Nacogdoches, TX 75962

Show RFP Number, Due Date and Time on Return Envelope

NOTE: PROPOSAL must be time stamped at **Stephen F. Austin State University Procurement and Property Services** before the hour and date specified for receipt of proposal.

REFER INQUIRIES TO:

Kay Johnson
Stephen F. Austin State University
Procurement and Property Services
936.468.4037
email: johnsondk6@sfasu.edu

**STEPHEN F. AUSTIN STATE UNIVERSITY
Request for Proposal for a Comprehensive Fundraising Campaign**

TABLE OF CONTENTS

Section 1 – INTRODUCTION

- 1.1 Scope of Proposal
- 1.2 Agreement Term
- 1.3 Respondent Qualifications
- 1.4 SFA Information
- 1.5 Schedule of Events
- 1.6 Open Records
- 1.7 Historically Underutilized Businesses
- 1.8 Confidentiality
- 1.9 U.S. Department of Homeland Security's E-verify System
- 1.10 Israel Non-Boycott Verification
- 1.11 Waiver of Claims

Section 2 – STATEMENT OF WORK

- 2.1 Scope of Work
- 2.2 Reports

Section 3 – INSTRUCTIONS TO RESPONDENTS

- 3.1 Contact Information
- 3.2 Submittal Deadline and Location
- 3.3 Submittal Instructions
- 3.4 Acceptance and Formation of Agreement
- 3.5 Evaluation Criteria
- 3.6 Presentations
- 3.7 Proposal Format

EXHIBITS

- Exhibit A Execution of Offer
- Exhibit B Acknowledgment of Addenda
- Exhibit C Financial Proposal

SECTION 1 INTRODUCTION

1.1 SCOPE OF PROPOSAL

Stephen F. Austin State University, hereafter referred to as “SFA” or “the University”, seeks to engage a fundraising consultant firm to provide guidance, expertise, and assistance in the initiation of a comprehensive fundraising campaign– up to \$100 million, to 1) raise private funds for academic and athletic program support and expansion, student and faculty support, and facility upgrades and construction, 2) support the goals and objectives of the 2015-2023 SFA Envisioned Strategic Plan, and 3) celebrate the 100th Anniversary of the founding of the University in 1923. The Services are more specifically described in Section 2 (“**Statement of Work**”) of this RFP.

1.2 AGREEMENT TERM

This agreement will begin after award as mutually agreed and upon executed agreement. The services should commence as set forth in the executed agreement with a projected completion date of December 2023. Consulting services will be subject to annual review.

1.3 RESPONDENT QUALIFICATIONS

The University will give preference to those qualified vendors who meet the following qualifications:

- Significant experience in performing similar projects
- Possess the professionalism, and appropriate level of personnel and business capacity to conduct comprehensive fundraising campaign consulting for a large academic institution
- The extent to which the vendor’s experience meets the University’s needs
- Milestones and deliverables

Respondents must possess sufficient resources, and be able to furnish the University with evidence of their ability to perform and provide the service needs of SFA. In addition, please provide sufficient information regarding the following:

- An overview of your firm and its demonstrated expertise and experience in large organization fundraising campaign planning and implementation, including a statement of your business philosophy as it pertains to comprehensive fundraising campaign fundraising and consultant’s role in these types of projects.
- Describe your firm’s personnel and business capacity to conduct consulting activities for a comprehensive fundraising campaign. Include resume on personnel that will be working on this project and their education and experience.
- Describe, in detail, your proposed consulting method(s) and activities for SFA’s comprehensive fundraising campaign.
- Provide a minimum of five (5) references from clients for whom you have provided similar comprehensive fundraising campaign consulting within the last five years including state/regional peer universities, if any, and include the following: institution’s name, contact’s name, telephone number, and email address, length of business relationship, project description, and summary of work performed.

1.4 SFA INFORMATION

- 1.4.1 Stephen F. Austin State University, hereafter referred to as “SFA” or “the University”, is a comprehensive regional public institution of higher education operated as an agency of the State of Texas. SFA is located in the city of Nacogdoches, a part of the East Texas forested region. The main campus has more than 400 acres. During the Fall 2016 semester, SFA had an enrollment of 12,742 full and part-time students. SFA offers approximately 80 undergraduate degrees covering more than 120 areas of study, nearly 40 master’s degrees, and 3 doctoral degrees. SFA employs approximately 1,500 individuals who serve in faculty or staff positions.

The BOR is the 9-member governing body of SFA. Regents are appointed by the Governor of Texas and serve staggered 6-year terms.

- 1.4.2 SFA uses Raiser’s Edge software to manage and maintain our database of alumni and friends. Raiser’s Edge is a product of Blackbaud, Inc.
- 1.4.3 SFA currently maintains constituent records for approximately 103,000 living alumni, as well as an additional 37,000 records that represent non-alumni, businesses and corporations, and philanthropic foundations and organizations that have made donations in the past.
- 1.4.4 SFA completed its last comprehensive fundraising campaign in 2003. The silent phase began in 1996 and became public in 1998 raising over \$38 million in commitments and private donations. SFA routinely raises between \$6 million and \$10 million annually for academic and athletic program support, student and faculty support, and capital improvements. The majority of private funds come from alumni and friends of the university, with additional donations from corporate partners and philanthropic foundations. The SFA Annual Fund routinely raises, on average, between \$375,000 and \$480,000, with the average gift being \$102.

1.5 SCHEDULE OF EVENTS*

Issuance of Request for Proposals	September 12, 2017
Deadline for submission of Questions	September 25, 2017 by 5:00pm
Addenda document posted, if any	September 27, 2017 by 5:00pm
Proposal Closing	October 3, 2017, 5:00pm
Evaluation of Proposals and Selection of Finalists and/or Negotiations	October 4, 2017 – October 10, 2017
Finalists Presentations to SFA Board of Regents	October 22-23, 2017
Award of Agreement	October 2017
Scope of Work to begin	January 2018
Completion of Consulting Services	December, 2023 (Projected)

.....
*Dates are tentative and subject to change.

1.6 OPEN RECORDS

SFA anticipates that the review of the proposals will be completed in October 2017, and award recommended to the Stephen F. Austin State University Board of Regents at its regularly scheduled meeting in October 2017. Due to the nature of the proposals, the parties understand the information exchanged in the negotiation process is confidential to the fullest extent permitted by law, and neither party will disclose such information to anyone other than representatives of the negotiating parties except as required by Texas law. Final awards and agreements, after all negotiations are completed, may be subject to open records. Additionally, state law requires each contract for the purchase of goods or services to be posted on the University’s website. By entering into a contract with the university, the firm acknowledges and accepts the university will comply with all applicable laws regarding the public posting of contracts.

1.7 HISTORICALLY UNDERUTILIZED BUSINESSES

In accordance with Gov't Code 2161.252, Stephen F. Austin State University has determined that subcontracting opportunities are not probable under this agreement.

Stephen F. Austin State University is an equal opportunity employer and all Historically Underutilized Businesses (HUBs) are encouraged to participate. In addition, SFA actively promotes a Historically Underutilized Business program in compliance with the State of Texas. Respondents are encouraged to actively seek to subcontract or partner with HUBs in an effort to create an environment that supports, where possible, the HUB program and actively acknowledges and values diversity. More information about HUBs or the University's HUB program can be found at <http://www.sfasu.edu/purchasing/vendor/hubprogram/index.asp>.

1.8 CONFIDENTIALITY

Pursuant to the Gramm-Leach-Bliley Act (GLBA), every Service Provider (Contractor), defined as any person or entity that receives, maintains, processes or otherwise is permitted access to nonpublic personal information as defined in 16 C.F.R. § 313.3(n), whether in paper, electronic, or other form, about a university employee or student through its provision of services directly to the university is subject to the following requirements:

- a. The Service Provider (Contractor) must ensure the security and confidentiality of nonpublic personal information as defined in 16 C.F.R. § 313.3(n), protect against any anticipated threats or hazards to the security and integrity of such information and protect against unauthorized access to or use of such information that could result in substantial harm or inconvenience to any university employee or student.
- b. To the extent contractor is provided Stephen F. Austin State University employee or student information owned, possessed or used by Stephen F. Austin State University and that is communicated to, learned, or otherwise acquired by Contractor in the performance of Contractor's duties and obligations under this Agreement, Contractor, its management, employees and agents agree to keep such information confidential, beginning on the date Contractor is first given access to said data and continuing through the term of this Agreement and any time thereafter. Contractor, its employees and agents shall not disclose, communicate or divulge, or permit disclosure, communication or divulgence, to another or use for Contractor's, its management's, employees' or agents' own benefit or the benefit of another, any such confidential information, unless required by law. Contractor shall take appropriate safeguards to protect the data and limit access to such to only those representatives of Contractor that must have access for the purposes of this Agreement.

1.9 U.S. DEPARTMENT OF HOMELAND SECURITY'S E-VERIFY SYSTEM

By entering into this Contract, the Contractor certifies and ensures that it utilizes and will continue to utilize, for the term of this Contract, the U.S. Department of Homeland Security's E-Verify system to determine the eligibility of:

1. All persons employed to perform duties within Texas, during the term of the Contract; and
2. All persons (including subcontractors) assigned by the Contractor to perform work pursuant to the Contract, within the United States of America.

The Contractor shall provide, upon request of SFA, an electronic or hardcopy screenshot of the confirmation or tentative non-confirmation screen containing the E-Verify case verification number for attachment to the Form I-9 for the three most recent hires that match the criteria above, by the Contractor, and Contractor's subcontractors, as proof that this provision is being followed.

If this certification is falsely made, the Contract may be immediately terminated, at the discretion of SFA and at no fault to SFA, with no prior notification. The Contractor shall also be responsible for the costs of any re-solicitation that SFA must undertake to replace the terminated Contract.

1.10 ISRAEL NON-BOYCOTT VERIFICATION

Pursuant to Section 2270.002, Texas Government Code, by submitting a response, the selected Contractor hereby represents, verifies, and warrants that it does not boycott Israel and will not boycott Israel during the term of the Agreement, as that term is defined by Section 808.001(1), Texas Government Code.

1.11 WAIVER OF CLAIMS

By submitting proposal, respondent agrees to waive any claim it has or may have against SFA, members of the Board of Regents, and/or SFA employees, arising out of or in connection with the administration, evaluation, or recommendation of any proposals, the waiver of any requirements under the RFP, the acceptance or rejection of any proposals, and/or the award of a contract.

SECTION 2 STATEMENT OF WORK

2.1 SCOPE OF WORK

Stephen F. Austin State University, hereafter referred to as "SFA" or "the University", seeks to engage a fundraising consultant firm to provide guidance, expertise, and assistance in the initiation of a comprehensive fundraising campaign up to \$100 million, to 1) raise private funds for academic and athletic program support and expansion, student and faculty support, and facility upgrades and construction, 2) support the goals and objectives of the 2015-2023 SFA Envisioned Strategic Plan, and 3) celebrate the 100th Anniversary of the founding of the University in 1923.

The selected consultant will be required to:

- 1) Provide campaign management assistance from pre-campaign and launch through campaign midpoint and beyond.
- 2) Meet with the university's leadership to develop a Campaign Structure, which could include the development of a Campaign Steering Committee or other campaign logistics that build on the extensive base of volunteers and supporters.
- 3) Gather information about the history of previous campaigns, the budget and line item revenue goals for the current campaign and giving histories of individuals, foundations, corporations, community groups, and religious organizations.
- 4) Provide consultation on any new staff positions needed, as well as their respective job descriptions, and consultation on campaign budget, as well as assist with the evaluation of current positions.
- 5) Following completion of #2, #3, and #4, develop a detailed strategic fundraising plan (which will include specific details on required action items and metrics) for each donor sector.
- 6) Provide guidance and advice on strategy for the overall campaign, as well as strategies for individual donors and donor prospects.
- 7) Prepare prospect identification strategies and advise on wealth screening and predictive analytics needed.
- 8) Work closely with Executive Director of Development to ensure that the fundraising efforts from the Fundraising Campaign do not negatively impact the organizational operating budget or compete with existing funding sources or strategies.

- 9) Develop performance metrics, which can be utilized by the agency leadership to evaluate the success of the campaign goals and objectives.
- 10) Develop a theme for the campaign in conjunction with university leadership and campaign committee.
- 11) Develop a Comprehensive Fundraising Campaign Case Statement to be used in the fundraising strategy.
- 12) Develop an educational, marketing and promotional program for the campaign, with accompanying schedule and responsibilities of implementation.
- 13) Work in consultation with the divisions of University Advancement to integrate campaign marketing and milestones into ongoing alumni and public relations outreach.
- 14) Work directly with the Executive Director of Development, the VP of University Advancement, as well as other members of the university's administration, and Campaign Steering Committee on the implementation of the capital campaign plan.
- 15) Prepare periodic reports on fundraising progress and be prepared to present to the Executive Director of Development, VP of University Advancement, and/or other university administration.
- 16) Recommend revisions to the fundraising plan, as needed, to meet the overall campaign goal.

2.2 REPORTS

2.2.1 The consulting firm shall report at the frequency determined by senior administrative officials and/or board of regents. Reporting elements to be defined by SFA. Additionally, consultant shall submit required ongoing reports during project as outlined in scope of work in section 2.1 above.

SECTION 3 INSTRUCTIONS TO RESPONDENTS

3.1 CONTACT INFORMATION

3.1.1 All questions regarding the RFP, or response must be forwarded to the Director of Procurement and Property Services:

Kay Johnson
P.O. Box 13030, SFA Station
Nacogdoches, TX 75962
Phone: 936.468.4037
Fax: 936.468.4282
Email: johnsondk6@sfasu.edu

3.1.2 All questions regarding the desired services must be directed to Trey Turner, Executive Director of Development, turnertrey@sfasu.edu 936.468.6315.

3.2 SUBMITTAL DEADLINE AND LOCATION

3.2.1 All proposals must be received by SFA no later than 5:00pm, Tuesday, October 3, 2017.

3.2.2 Proposals are to be submitted to:

MAIL PROPOSAL TO:

Stephen F. Austin State University
Procurement and Property Services
P.O. Box 13030, SFA Station
Nacogdoches, TX 75962-3030

**HAND DELIVER AND/OR
EXPRESS MAIL TO:**

Stephen F. Austin State University
Procurement and Property Services
2124 Wilson Drive
Nacogdoches, TX 75962

3.2.3 All U.S. Mail addressed to any component of SFA is delivered to a central mail room and redistributed by SFA personnel to the addressee's on-campus post office box. Consequently, there is a possibility of delay between receipt of mail at the central mail room and receipt in the Procurement and Property Services Department. Proposals must be in the office of the Procurement and Property Services Department by the time set for RFP closing in order to be considered, and receipt by SFA at the central mail room will not be deemed sufficient. The university shall not be responsible for responses received after the due date and time. Late responses will not be considered under any circumstances. Properly identified late responses will be returned to the respondent unopened.

3.2.4 Proposals will be publicly opened Wednesday, October 4, 2017 at 8:00am in the office of the Director of Procurement, 2124 Wilson Drive. Only the names of the Respondents will be read aloud.

3.2.5 Proposals received after the time for closing will be returned to Respondent unopened regardless of the circumstance. It is the responsibility of the Respondent to get the proposals delivered in a timely manner, regardless of delivery method or circumstances.

3.2.6 SFA offers facsimile or email service as a convenience only. The only telephone number for FAX submission of responses is 936-468-4282. The only email for email submission of responses is bids@sfasu.edu. The University shall not be responsible for responses or portions of responses received late, illegible, incomplete, or otherwise non-responsive due to failure of electronic

equipment, technology error, operator error or being sent to the wrong fax number or email. Confirmation of facsimile or email responses is recommended but not required.

- 3.2.7 Proposals may be withdrawn at any time prior to the time and date set for proposal closing.
- 3.2.8 Stephen F. Austin State University reserves the right to accept or reject any or all proposals and to waive irregularities or technicalities provided such waiver does not substantially change the offer or provide a competitive advantage to any Respondent in the judgment of Stephen F. Austin State University.

3.3 SUBMITTAL INSTRUCTIONS

- 3.3.1 All proposals must be submitted in the format prescribed in Section 3.6.
- 3.3.2 **Each Respondent must submit at least one original proposal with original signatures on the Execution of Offer and Form of Proposal and five (5) complete copies.**
- 3.3.3 All proposals must be complete and convey all of the information requested to be considered responsive. If the proposal fails to conform to the essential requirements of the RFP, SFA alone will determine whether the variance is significant enough to consider the proposal susceptible to being made acceptable and therefore a candidate for further consideration, or not susceptible to being made acceptable and therefore not considered for award.
- 3.3.4 Each respondent, by submitting a proposal, represents that the respondent has read and completely understands the request for proposal documents and agrees to abide by the terms of this RFP and any resulting agreement. Failure of the selected contractor to fulfill the provisions of this request for proposal shall in no way relieve the obligation of the Contractor to furnish all services necessary to carry out the provisions of the agreement.
- 3.3.5 Proposals shall be signed by a legally authorized representative of the Respondent. Unsigned proposals (Exhibit A) will be rejected as a material failure.

3.4 ACCEPTANCE AND FORMATION OF AGREEMENT

- 3.4.1 The SFA Board of Regents will confer in an open and public meeting and make the award decision based upon its determination of the best value to the university after considering the evaluation team recommendation and oral presentations. The Board of Regents reserves the right to reject any or all responses or to make an award based on information from the presentations that may not have been considered in the original evaluation criteria. By submitting a response, respondent accepts that best value will be solely determined by the SFA Board of Regents, and the original evaluation criteria will be used for determining which companies will make presentations to the board.
- 3.4.2 No recommendation for award will be made until Stephen F. Austin State University is fully satisfied that the Respondent is professionally competent and properly equipped to render the specified service.
- 3.4.3 The University reserves the right to further negotiate, after proposals are opened, with any Respondent that submits a proposal. SFA may award a contract(s) based on initial proposals received without any discussion of such proposals. Therefore, each proposal should be submitted on the most favorable and complete price and terms possible.

- 3.4.4 SFA reserves the right to enter into an agreement not based only on the cost to the University, but which, in the sole opinion of SFA, is deemed to represent the best value to SFA.

3.5 EVALUATION CRITERIA

- 3.5.1 Award will be based on a comprehensive review and analysis based on a weighted value of averaged evaluation scores and negotiation of the proposal that best meets the needs of the university. Submission of a proposal represents concurrence with this method of evaluation and award. Furthermore, Respondents will not, under any circumstances, dispute any award made using this method.
- 3.5.2 Evaluation of the proposals will be performed by an evaluation committee consisting of personnel within the Office of Development at Stephen F. Austin State University. Proposals will be evaluated using the following criteria, which are listed below. Stephen F. Austin State University reserves the right to award an agreement not based only on the cost to the University, but on the criteria that best meet the university's requirements and goals. The University reserves the right to request presentations. The University shall be the sole judge of determining which proposal represents the best value to the university.
- 3.5.3 Evaluation Criteria
- a. 35% - Qualifications and experience;
 - b. 30% - Services defined and approach to project;
 - c. 20% - Cost to the University (total cost of services including reimbursable expense, if any);
 - d. 15% - Client references.

3.6 PRESENTATIONS

Selected finalists will be notified and required to make in person presentations to the SFA Board of Regents. See schedule of events section 1.5 for tentative dates. If your firm is selected as a finalist, specific instructions related to date, time, and location of presentation will be provided.

3.7 PROPOSAL FORMAT

- 3.7.1 Proposals shall be prepared in a straightforward and concise manner, identifying clearly and concisely any deviations, enhancements and other differences that exist between the RFP and the respondent's proposed services. Emphasis should be placed on responsiveness to the RFP requirements, completeness and clarity of content and conformance to the RFP instructions. **Respondents shall organize their proposal in a point-by-point format according to Section 3.7.2.** Failure to follow point-by-point presentation could be grounds for disqualification.
- 3.7.2 Proposal shall include the following information and be submitted in the following order:
Failure to provide any of the following documents will result in disqualification of the proposal from further consideration

Required Submittals

- A. Exhibit A – Signed Execution Of Offer

- B. Exhibit B – Acknowledgement of Addenda, if any
- C. Exhibit C -- Pricing Summary;
- D. Respondent's standard form of agreement, including all terms and conditions;
- E. Evaluation of Qualifications:
 - 1. An overview of your firm and its demonstrated expertise and experience in large organization fundraising campaign planning and implementation, including statement of your business philosophy as it pertains to comprehensive fundraising campaigns and consultant's role in these types of projects.
 - 2. Company Profile to include resumes on personnel that will be working on this project and their education and experience;
 - 3. Provide a detailed technical proposal to include proposed method of performing the service, staffing levels, system capabilities, philosophy and methodology used in the development and implementation of a fundraising campaign and anticipated SFA staff assistance, support and resources required for requested services to include proposed timeline for conducting the fundraising campaign;
 - 4. List the total number of fundraising campaigns conducted with institutions of higher learning;
 - 5. Provide a minimum of five (5) references from clients for whom you have provided a comprehensive fundraising campaign for within the last five years including state/regional peer universities, if any. At a minimum, include institution name, contact name, telephone number, email address, length of business relationship, project description, and summary of work performed;
 - 6. Provide brief summary detailing the attributes that make your firm the ideal choice for SFA and better than other firms we could select.
 - 7. Provide a point by point acknowledgement and/or agreement with Sections 2.1 through 2.2.

Stephen F. Austin State University reserves the right to check references prior to award. Any negative responses received may be grounds for disqualification of the bid. SFA reserves the right to enter into an agreement not based only on lowest cost to the University, but which, in the sole opinion of SFA, is deemed to represent the best value to SFA.

EXHIBIT A EXECUTION OF OFFER

In compliance with this RFP, and subject to all the conditions herein, the undersigned offers and agrees to furnish any or all commodities or services and to comply with all terms, conditions and requirements set forth in the RFP documents and contained herein.

By signature hereon, Respondent affirms that he/she has not given, offered to give, nor intends to give at any time hereafter any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor, or service to a public servant in connection with the submitted Qualifications. Failure to sign the response, or signing it with a false statement, shall void the submitted response or any resulting contracts, and the Respondent may be removed from all bid lists.

By the signature hereon affixed, the Respondent hereby certifies that neither the Respondent nor the firm, corporation, partnership, or institution represented by the Respondent or anyone acting for such firm, corporation, or institution has violated the antitrust laws of this State or the Federal antitrust laws nor communicated directly or indirectly the response made to any competitor or any other person engaged in such line of business.

By signature hereon, Respondent certifies that if a Texas address is shown as the address of the Respondent, Respondent qualifies as a Texas Resident Bidder as defined in Rule 34 TAC 20.38.

Certifications:

Texas Family Code Child Support Certification. By signature hereon, Respondent certifies as follows: "Under Section 231.006, Texas Family Code, the Contractor certifies it is not ineligible to receive the payments specified in the Agreement and acknowledges that this Agreement may be terminated and payment may be withheld if this certification is inaccurate."

Sales Tax Certification. By signing the Agreement, the Respondent certifies as follows: "Under Section 2155.004, Texas Government Code, the Contractor certifies that the individual or business entity named in this Agreement is not ineligible to receive the specified contract and acknowledges that this contract may be terminated and payment withheld if this certification is inaccurate."

Franchise Tax Certification. By signing the Agreement, a corporate or limited liability company, Respondent certifies that it is not currently delinquent in the payment of any Franchise Taxes due under Chapter 171 of the Texas Tax Code, or that the corporation or limited liability company is exempt from the payment of such taxes, or that the corporation or limited liability company is an out-of-state corporation or limited liability company that is not subject to the Texas Franchise Tax, whichever is applicable. Contractor acknowledges and agrees that if this certification is false or inaccurate, at University's option, the Agreement may be terminated and payment withheld.

Payment of Debts to the State of Texas. That pursuant to Section 403.0551, Texas Government Code, the Respondent agrees that any payments owing to the Contractor under this contract may be applied towards any debt or delinquent taxes that the Contractor owes the State of Texas or any agency of the State of Texas, until such debt or delinquent taxes are paid in full.

The person signing the Response should show title or authority to bind his/her firm in contract.

Federal Employer's Identification Number: _____

Sole Owner should also enter Social Security No.: _____

Respondent/Company: _____

Signature (INK): _____

Name (Typed/Printed): _____

Title: _____

Street: _____

City/State/Zip: _____

Telephone No/Fax No: _____

Email: _____

**THIS SHEET MUST BE COMPLETED, SIGNED, AND RETURNED WITH RESPONDENT'S PROPOSAL.
FAILURE TO SIGN AND RETURN THIS SHEET MAY RESULT IN THE REJECTION OF YOUR RESPONSE.**

**EXHIBIT B
ACKNOWLEDGEMENT OF ADDENDA**

Receipt is hereby acknowledged of the following addenda to this RFP.

Addenda No. _____ Dated _____

Addenda No. _____ Dated _____

Addenda No. _____ Dated _____

Addenda No. _____ Dated _____

Respondent/Company: _____

**Refer to the SFA Procurement and Property Services Department website to
confirm all addenda issued: <http://www.sfasu.edu/purchasing/122.asp>**

**EXHIBIT C
FINANCIAL PROPOSAL**

Having carefully reviewed the specifications and related documents affecting the proposal to provide services to Stephen F. Austin State University, the undersigned submits the following Financial Proposal in accordance with the Request for Proposal documents:

Respondent Name: _____

Authorized Signature: _____

A. Pricing for Services Offered:

Comprehensive Fundraising Campaign pricing by year:

Year 1: \$ _____

Year 2: \$ _____

Year 3: \$ _____

Year 4: \$ _____

Year 5: \$ _____

Year 6: \$ _____

[includes all time, labor, materials, and reimbursable expenses
(travel, lodging, parking fees, etc.) necessary to complete Services]

Attach a summary of any assumptions used to determine fee, including but not limited to team members, if any, and their rates, hours, deliverables, required resources, etc.

Attach a Proposed Timeline for Conducting Campaign