



Request for Capital Campaign Consultant Qualifications

Organization: Families Flourish Northeast Inc.
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RESPONSES

Responses must be received by **noon on September 13, 2021** and should be submitted electronically to info@familiesflourishne.org
SUBJECT: RFQ for Capital Campaign

Questions can be addressed to Kailene Jones (603.684.8635) or info@familiesflourishne.org

Introduction

Families Flourish Northeast (FFNE) is a New Hampshire 501(c)3 nonprofit corporation in the final planning phase for a long-term high-intensity residential substance use treatment center for pregnant and parenting women. (FFNE) grew from a dedicated group of addiction psychiatrists, women's health clinicians, and other community members who identified the need for a high-intensity residential treatment program serving pregnant and parenting women with severe substance use disorder (SUD) and co-occurring mental illness, that uses a holistic trauma-informed approach and welcomes children to stay with their mothers during treatment.

Families Flourish strives to fill a critical gap in residential substance use disorder services for this vulnerable population by providing comprehensive treatment for up to 14 pregnant and parenting women and their children. FFNE is currently seeking funds for startup costs and renovation/construction of our future home in the Upper Valley of New Hampshire, with a goal of providing services by mid/late 2022.

Scope of the Project

FFNE seeks the assistance of a firm or individual with a proven track record in planning and implementing capital campaigns. The consultant will work with FFNE to (i) assess the philanthropic community's interest in supporting a capital campaign; and (ii) develop a capital campaign based on such assessment. The goal of the capital campaign is to renovate an existing building or build a new facility to meet all requirements for NH residential program licensure, and accreditation by the Council for Accreditation of Rehabilitation Facilities (CARF), in an innovative family-centered facility.

Tentative Schedule

Consultant Interviews	September 20 – October 6, 2021
Consultant Selection	October 14 - 25, 2021
Phase 1	November 2021 – December 2021
Phase 2	January 2022
Phase 3	February 2022

We anticipate a three-phase project:

Phase 1 –Conduct a Campaign Feasibility Study

- Identify and evaluate resources available to support a capital campaign
- Identify and confidentially interview high-capacity, high-value prospects
- Assist in the development of a case statement and story
- Determine realistic fundraising capacity and create goals
- Present findings to FFNE Board of Directors

Phase 2-- Develop a campaign plan

- Develop campaign plan, including specific goals for dollars raised, milestones, solicitation strategies, etc.
- Develop a campaign calendar
- Develop a campaign budget
- Train Board members and volunteers to be able to ask for donations to the capital campaign
- Assist in the development of the campaign materials
- Present recommendations to FFNE Board of Directors

Phase 3 – Oversee the Campaign

- Implement plan for prospect identification and evaluation
- Develop necessary campaign materials
- Oversee prospect calls and follow-ups assisted by Board members
- Promote donor stewardship and cultivation
- Work with Advancement Committee to identify potential campaign events
- Develop donor tracking and assist with donor recognition
- Work with Advancement Committee on the management of public information and public relations plan

Please address the following areas in your response:

- **Description of your strengths:** areas of expertise, time in business, addresses of the main office and the office that will manage the project, and who will work directly with FFNE.
- **Experience:** Briefly describe three executed projects that demonstrates your experience relevant to FFNE’s proposed project. List relevant non-profit clients for whom you have performed similar work in the past five years. For each project listed, provide the name, address, and a contact name of the client’s representative as references. Include the name of the lead firm in cases where you worked in partnership or in an auxiliary capacity.
- **Personnel:** Provide professional resume(s) for the key person/people to be assigned to FFNE. If applicable, include those of consultants and describe their relevant experience and describing proposed responsibilities.

All responses to this RFQ should address the following issues:

1. How long have you been in business and how many capital campaign feasibility studies have you completed?
2. Have you completed a campaign feasibility study for a start-up non-profit/residential treatment center and if so, which one(s)?
3. How familiar are you or your firm with the FFNE demographic? Describe any work you have done with an organization with a similar demographic.
4. What is the success rate of projects/organizations for which you have done capital campaigns?
5. Please provide any vendor relationships you are proposing as part of this proposal.

Please discuss in your response how your campaign feasibility study would address the following:

- FFNE's real and perceived strengths and weaknesses in fundraising
- Stakeholders' and constituencies' perception of FFNE
- Who are FFNE's allies and who might oppose a campaign?
- Who might be leaders in the fundraising effort, both within FFNE community and others?
- Names of potential major donors/funders and what they might be interested in relative to donating to the campaign
- Identification of the reasonability of FFNE's fundraising goal
- Identification of what other purposes the campaign study findings report serves
- What other major fundraising campaigns are launching that might compete for the same donors?
- If a capital campaign is deemed unsuccessful to conduct, what are FFNE's alternative in raising funds?
- Identification of the role FFNE leadership will take in the study and in a campaign
- What will training for Board and committee members entail?
- What is an appropriate timeframe for fundraising?
- Identification of any and all costs associated with managing the capital campaign
- Identification of any Intellectual Property you will retain if engaged

CONSULTANT SELECTION

Respondents will be evaluated and scored by the Families Flourish Northeast Advancement Committee and final decisions will be made by FFNE's Board of Directors in its sole discretion based on, but not limited to the following criteria:

- Demonstrated experience of individual(s) to be assigned to the campaign
- Firm's or individual's understanding of socio-economic communities similar to the Upper Valley
- Expertise aligns with FFNE's values and operations

FFNE's Advancement Committee may or may not choose to conduct telephone, videoconference, or in-person interviews. Following proposal review, the top ranked firms or individuals, including the staff to be assigned to this campaign, will be notified to schedule an interview with FFNE's Advancement Committee. Upon selection of a finalist, FFNE will discuss contract terms. If terms cannot be agreed upon, FFNE will proceed with discussions with the candidate scoring second, and so on. Respondents will be notified of decisions as follows:

October 1 – Responders not chosen for interviews

October 14 – 22 Selected firm/individual engaged

October 25 – Responders not chosen for project

ADDITIONAL INFORMATION & CONDITIONS

Statement of Non-Commitment

Issuance of this RFQ does not commit FFNE to award a contract or to pay any costs incurred in preparation of responding to the RFQ. FFNE reserves the right to reject any or all proposals and re-advertise. All proposals become the property of Families Flourish Northeast, Inc.