

Croton Free Library
Request for Proposals
Capital Campaign Consultant Services

Overview & Purpose

Croton Free Library (CFL) is seeking submissions from fundraising consultants interested in managing a Capital Campaign to raise capital funds for the renovation of the CFL building.

CFL is a non-profit free association library located in Croton-on-Hudson, a village of approximately 8500 located in Westchester County, north of NYC. The Library has not undergone a major renovation since the mid 1960s and is in need of maintenance, optimization of space, and sustainability upgrades that reflect the current use of the building.

The Library has an architect plan to complete all the proposed updates and renovations. The Library Board of Directors is seeking to pursue a **Capital Campaign of \$7-10 million** to raise funds for this project. The Board is composed of 11 volunteers who meet monthly, supported by fundraising and renovation sub-committees through which decisions are made.

Scope of Work

- **Design Capital Campaign Plan** – Develop Campaign Plan, including specific goals and action steps, milestones, solicitation strategies, identification and prioritization of prospects.
- **Develop Campaign Calendar** – Develop a Campaign calendar with realistic and detailed timeline.
- **Develop Campaign Budget** – Work with Library Director and Board of Trustees to develop Campaign budget.
- **Identify Major Gift Potential** – Work with Library Director and Board of Trustees to review donor lists to identify existing supporters with major gift potential and select donors; identify new major donor prospects and augment CFL's major donor pool to achieve fundraising objective.
- **Solicitation** – Work with Library Director and Board President to schedule solicitation visits and document all activity.
- **Produce Case Statement** – Review, refine, and update the Case Statement.
- **Produce Campaign Materials** – Produce Campaign materials such as solicitation and leadership proposals, gift and leadership request letters, logo and brochures, gift and pledge documents, training manuals.
- **Produce Campaign Events** – Produce donor events, and work alongside stakeholders in the community engagement process.
- **Train Leadership Team** – Train the Board, Campaign Committee, Library Director, and volunteers.
- **Track and Report** – Track and report progress toward established benchmarks and goals.

- **Grant Writing** – Research, identify and apply for grants from the government, foundations, and corporations. Experience with securing such funding would be an asset.

Additional Duties & Responsibilities

- Create a donor database to record, track, reference, and manage donor information related to Capital Campaign.
- Produce regular and timely progress and tracking summaries for forecast and evaluation.
- If applicable, set up a Planned Giving program.

Proposed Schedule

Timeline:

Friday, Nov 1, 2024	RFP issued
Friday, Dec 6, 2024	Proposals due by close of business
Jan 14-Feb 7 2025	Croton Free Library selection committee interviews candidates
Feb 10, 2025	Board reviews and approves recommended hire
Feb 11, 2025	Consultant informed of selection
Feb 21, 2025	Signed contract due
Feb 28, 2025	Scope of work begins

Proposal Format and Requirements

Please address the following topics, in order, in your proposal, which should not exceed 10 pages.

- Services provided by your firm relative to a capital campaign.
- Provide resumes for key people to be assigned.
- Itemized cost of your services.
- Describe resources the firm has (either through other staff or affiliations with others).
- Experience with similar projects (size, type of organization, size of community, etc.)
- What are your expectations of the Library Director and Board members?
- What will your first step be?
- Please provide an outline for the next 15 months.
- Please provide a track record and references, and a complete client list for the past five years.
- Are you presently doing any work in the area? If so, with whom and where?
- What makes your firm “right” for us?

Proposals should be received electronically by 5:00 pm on Friday December 6, 2024 to

campaigns@crotonfreelibrary.org with “Capital Campaign Consultant” in the subject line.

Any questions may be directed to campaigns@crotonfreelibrary.org with “Capital Campaign Question” in the subject line. All proposals become the property of the Croton Free Library (www.crotonfreelibrary.org).