

REQUEST FOR PORPOSAL FOR DEVELOPMENT ASSESSMENT

February 1, 2024

Issued by:

HARTFORD PUBLIC LIBRARY

500 Main Street

Hartford, CT 06103

Bridget E. Quinn

President & CEO

Background: Hartford Public Library:

Founded in 1893, Hartford Public Library is a vital civic anchor in the City of Hartford, providing free resources that inspire reading, guide learning and encourage individual exploration.

The library envisions a future where all people are inspired by reading, learning and exploration to realize their dreams, prosper and thrive, while working together to create safe and sustainable communities. We center community priorities and voices in our work and serve as a national model for 21st century urban libraries. It aims to ensure that all Hartford residents have multiple literacy skills to make informed choices that improve their lives and communities. It also makes the city and the community stronger by providing free and vital access to information and opportunity. Its physical presence provides an anchor for economic development and neighborhood revitalization and helps to strengthen social bonds and community identity. Its role is focused on being an active catalyst for learning, connectivity, creativity, and literacy for all ages.

In FY2023, the Library served 120,686 individuals, received 314,040 visits, answered 44,103 reference questions, and circulated 168,269 items to 88,993 library cardholders. Over 56,816 individuals attended 3,484 educational and recreational programs (onsite & Live-virtual). The library's 300+ public computers logged over 41,000 sessions in addition to 70,000 wi-fi sessions.

Request for Proposal (RFP) for Fundraising Consultant:

Hartford Public Library is requesting proposals from fundraising consultants to support in the development of recommendations to sustain and increase growth of the library's contributed income. Activities include completion of a development assessment, support of a strategic fundraising plan for growth and maintenance of our contributed income including individual giving, corporate and foundation giving and recommendations regarding other fundraising activities including cultivation activities, stewardship activities, direct mail/solicitations and fundraising events. A key deliverable could also include a fundraising roadmap for the organization that will align with the institution's strategic goals including completion of three significant capital projects. We would also like to review our policies and procedures for development operations including, gift and acknowledgement processing, grant and proposal tracking including grant reporting, gift reconciliation with finance and other potential opportunities and recommendations that would align with the growth of the department maximizing the use of our database. We are looking to build our capacity to raise unrestricted funds and reveal areas of opportunity for restricted funding in alignment with our strategic plan that could help support our core areas of service to the community.

Scope of Work:

HPL is seeking a Fundraising Consultant with a proven track record for excellence in developing fundraising plans and developing the organization's fundraising capacity. The consultant's responsibilities will include:

1. A kick-off meeting with members of the HPL Selection Task Force, Development Committee and Leadership Team to align on scope, priorities, workplan and deliverables.
2. Conducting an audit of HPL's fundraising capacity. Identify strengths and weaknesses of existing fundraising efforts and infrastructure to determine areas for improvement and development.
3. Assess the opportunities and threats external to the organization and organization readiness that will inform the fundraising plan to ensure its success.
4. Create a framework for operations, including planning for human resources that will drive increased contributed income including strategies for private sector, government, foundations, individuals, and other investors support HPL's vision.
5. Developing a strategic fundraising and implementation plan that has short-, medium- and long-term goals and includes strategies to improve fundraising efforts from the private sector, government, foundations, individuals, and others that is reflective and in alignment with the organization's mission/vision/values and capacity.
6. Assess the Development Department supports or needs for supporting HPL's capital projects and contributed income that will support these projects.

Proposal Requirements:

All Proposals should be submitted electronically in PDF or Word format to: Gina Federico, Director of Corporate and Foundation Relations, gfederico@hplct.org by Friday, March 1. All proposals must include:

1. Cover letter with full name or organization, contact information and description of structure of firm and insurance information.
2. Experience and qualifications of the consultant and include the resume/CV of the principal resource development professional providing direct service for this project.
3. A narrative that addresses how the outlined Scope of Work will be accomplished, including a timeline with benchmarks/key activities and the number of hours required to accomplish the plan. If you provide any other services, please include those in your response.
4. A reporting and communication plan.
5. Clear outline of responsibilities for both HPL and the selected consultant.
6. Project budget and expected payment terms. NOTE: This project is being underwritten through philanthropic funding and proposals and is not to exceed \$28,000 (including some post assessment implementation).
7. At least two (2) references from clients for whom the consultant has provided similar services. Any previous library or public library experience at plus.

Evaluation Criteria:

All accepted proposals will be reviewed by the Development Assessment Task Force and will be evaluated, and scored using the following criteria:

- Overall match between the RFP requirements and proposal: Understanding of scope, objectives and completeness and coherence of response (25 points)
- Qualifications and previous work of consultant (25 points)
- Demonstrated ability of consultant to carry out fundraising plan of similar character and size (25 points)
- Cost effectiveness (25 points)

Schedule:

The selection of the fundraising consultant is expected to proceed as indicated below:

- RFP Release, Thursday, February 1, 2024
- Questions are to be submitted via email to Gina Federico at gfederico@hplct.org due by February 16, 2024 @ 5:00pm EST. (No response to questions after this date/time)
- Proposals Due, Friday, March 1, 2024 by 4:30pm EST
- Finalist Interviews, March, 11, 12, 13, 2024
- Consultant Selected, Friday, March 22, 2024
- Project Begins, Monday, April 1, 2024
- Project Completion, Friday, June 14, 2024
- Final Report/Documents Due, Monday, July 1, 2024

Selection Process:

HPL will use the following process for the final selection of a qualified consultant to perform the stated work.

1. All proposal packages submitted will be reviewed by a Selection Task Force. HPL anticipates selecting up to three (3) finalists to interview based on the evaluation of the proposals. Finalists may be asked to submit additional information prior to their interviews. HPL does not reimburse travel expenses for in-person interviews.
2. HPL will rank the finalist proposals after all interviews are completed.
3. HPL will select a consultant based on the selection criteria and finalist interviews.

Terms and Conditions:

Hartford Public Library reserves the right to award to the bidder that presents the best value to the organization as determined solely by the Hartford Public Library in its absolute discretion. Issuance of this RFP does not commit HPL to award a contract or to pay any costs incurred in preparation of proposals responding to the RFP. HPL retains the right to reject any proposal that has missing or incomplete information in the proposal. The library shall not reimburse the cost of preparing the proposal submission.

Contact:

Gina Federico with any questions regarding this RFP.
gfederico@hplct.org or (959) 529-7253.