## Request for Proposal

**Date: October 23, 2012**

# **TO: University of Richmond Sophomore Scholars in Residence (SSIR) class- Social entrepreneurship and prosocial motivation**

**FROM**: **Jeff Pollack, Department of Management**

**SUBJECT**: **Spring 2013 fundraising campaign to benefit Esperanza International**

Your organization (i.e., this class) has been identified as an excellent partner to plan and execute a spring 2013 fundraising campaign to benefit Esperanza International. Therefore, attached is a Request for Proposal (RFP) requesting you to produce a detailed outline and budget for this project.

Please review the attached information and respond with: one electronic copy of your proposal, as per the requirements contained in this document, by the deadline.

Thank you,

Jeff Pollack, Department of Management, University of Richmond

## Scope of Work

This projectenables you to plan and execute a fundraising campaign during the spring of 2013 to benefit Esperanza International. Your RFP submission (i.e., response based on this document) must address all areas listed below, as well as any others that might arise.

### Deliverables

### Fall 2012

1. RFP submission: requires a detailed plan for your campaign including specifics regarding budget, goals/objectives, date(s), formats (e.g., one-time events, recurring events, longitudinal fundraising drives, etc.), location(s), marketing, potential attendance (if applicable), and proposed vendors. The current budget we have available to undertake this process is $5,000. RFP submission due via email on **Wednesday, November 21st, at 9am.**
2. RFP Presentation: requires a professionally planned and executed presentation providing an overview of your findings from #1. The presentation is scheduled for **Thursday, November 22nd, at 2:00pm.**

### Spring 2013

* + - 1. Weekly Updates: a one to two paragraph short report, outlining your progress, client/vendor meetings, research, etc. via email by 9 a.m. each Monday.
      2. Execution of Campaign: execute the campaign as per details within the RFP submission.
      3. Report of Best Practices: compose a document with detailed descriptions of the steps you took to implement this campaign including relevant contact information, costs, do’s as well as don’ts, and recommendations for future SSIR classes.

**Details on RFP Deliverables**

**The RFP Deliverable (Fall 2012, point 1) should include detailed information including, but not limited to:**

* Overview of the campaign, including mission, objectives, and goals (e.g., *where will the money go?*).
* Details of the budget including proposed expenses as well as projected revenue generated.
* Proposed date(s) as well as formats. What location(s) are needed? What is the proposed attendance (if applicable) and how will the event/campaign be marketed and advertised.
* What vendors may be needed?
* Fundraising plan: who, specifically, is the target audience for this campaign? *For the fundraising plan, please bear in mind the guidelines provided by Heather Krajewski, Director of Development, University of Richmond. This fundraising plan will need to be confirmed by her office.*

##### RFP and Project Evaluation Criteria

Your RFP submission and Presentation will be evaluated with regards to the following:

1. ***Performance and Capability:*** the extent to which the Team (i.e., the class) and its members demonstrate the knowledge and capability to successfully execute the fundraising campaign by applying learning across multiple areas (e.g., social entrepreneurship, psychology of prosocial motivation, critical thinking, ethics and reasoning, financial projections, effective research, collaborative team and organization functioning, professional oral and written communication skills).
2. ***Completeness of Planning and Quality of the Deliverable(s):*** thoroughness and concern for the quality and success of your plan of action including goals, objectives, as well as your justification for decisions that are going to be made throughout the next six months.

1. ***Reasonable/Justified Revenue and Expense Expectations, Return on Investment:*** an estimation of expected revenue and expenses from implementation of this campaign, considering, but not limited to, actual and projected “real” expenses (including your labor) and revenue from goods and/or services, opportunity costs, increased community awareness and goodwill, etc.
2. ***Reporting and Analysis of Best Practices:*** the completeness and depth of understanding in synthesizing and reporting the processes and results of this project in a PROFESSIONAL FORMAT. Specifically, please compose a document with detailed descriptions of the steps you took to implement this campaign including relevant contact information, costs, do’s as well as don’ts, and recommendations for future SSIR classes
3. ***Team Member Evaluations:*** 25 points allocated by class members for contribution, appreciation of ideas, and willingness to participate.