



## **Request for Proposal Capital Campaign Planning & Strategy**

### **Background**

**Clayoquot Biosphere Trust** (CBT) is committed to raising \$10 million toward the construction of a new Biosphere Centre in Tofino, British Columbia — a community hub that will support the delivery of best practices to achieve our shared environmental, economic, social and cultural goals now and into the future.

This will be the largest and most ambitious fundraising effort in CBT's 20-year history—a campaign it knows will ultimately help its staff, Board, First Nations partners and allied community workers continue to deliver collaborative leadership and meaningful initiatives to our communities for generations to come. The CBT's mission, with the guidance and support of the communities of Tla-o-qui-aht, Ahousaht, Hesquiaht, Yuułuʔiłʔatḥ and Toquaht—and others in the region—is to raise \$10 million toward the construction of a new, inspiring Biosphere Centre that connects our community to its regional cultural heritage and surrounding natural landscape.

### **Call for Proposals**

CBT is requesting proposals from qualified fund development professionals to develop a capital campaign strategy and support the CBT team in the successful implementation of the campaign.

CBT will need assistance with several areas of this capital campaign, specifically:

- Assessing the donor community's willingness to serve/lead
- Assessing the community's willingness to provide financial support for the campaign (an estimate of fundraising potential)
- Exploring whether the case resonates with potential donors and leaders (and providing guidance for any elements that need to be strengthened or re-positioned)
- Understanding what questions might need to be answered or any issues that might need to be addressed prior to the start of the campaign (overcoming any barriers, real or perceived, to potential donor and volunteer involvement)
- Identify potential lead donations and diverse cabinet membership for the campaign, including recommendations of individuals not included in the survey
- Information related to the competitive environment for the campaign
- Recommendations for a timeline, strategy and staffing model/volunteer leadership structure to support a successful campaign
- Co-ordination of campaign related work with CBT's communications firm
- Providing support, training and coaching to the CBT's diverse team during the campaign

**Proposals should include the following information:**

1. Firm information - name, key contact person, phone/email and website.
2. Names and short bios of professionals (s) who will be assigned to the project
3. Project approach - outline how your team will engage with the CBT team and stakeholders to complete the scope of work and deliverables
4. Proposed schedule - including a start and end date for the project and the estimated duration of all planned tasks and activities
5. Fees and estimated expenses - please indicate the estimated hours of work required and the hourly rates for all professionals.
6. References - the names and contacts at least 3 organizations for which your firm has done similar work.
7. Case Studies - illustrating projects for which your firm has had relevant successful experience with similar capital campaigns. Projects which have recognized and engaged First Nations will be of particular interest and should be highlighted in the proposal.

**Deadline for Proposal Submission:**

Please submit your proposal via email by **5 PM PST on September 25, 2020**

Email: [rfp@clayoquotbiosphere.org](mailto:rfp@clayoquotbiosphere.org)

**Please submit your proposal to:**

Contact Person: Bob Prenovost, Project Advisor, CBT Biosphere Centre

Email: [rfp@clayoquotbiosphere.org](mailto:rfp@clayoquotbiosphere.org)

Phone: 778-686-4334

Bob is the primary contact for inquiries relating to this RFP.

**Important Information for Proponents:**

If your firm is shortlisted, you may be contacted to attend an interview with CBT.

Proponents are solely responsible for their own expenses in participating in the RFP process, including costs in preparing a proposal. CBT will not be liable to any Proponent for any claims, whether for costs, expenses, damages or losses incurred by the Proponent in preparing its proposal, loss of anticipated profit in connection with any final contract, or any other matter whatsoever.

The RFP should not be construed as an agreement to purchase goods or services. The lowest priced or any proposal will not necessarily be accepted. The RFP does not commit CBT in any way to award a contract to any Proponent.