

**RESPONSE TO INQUIRIES: RFP 2017/2018-05
FUNDRAISING CONSULTANT SERVICES FOR
NORTHWEST FLORIDA STATE COLLEGE FOUNDATION, INC.**

1. What approximate campaign goal do you all have in mind?
Answer: We have not yet determined an appropriate goal and will look to the feasibility study to address this question.

2. What are the priority funding needs a successful campaign would meet?
Answer: The top priority for this campaign is scholarship support.

3. Any prior campaigns at NWFSC? If so when and how much raised?
Answer: NWFSC has not conducted a capital or major gifts campaign in the past ten years. We have conducted several smaller campaigns (\$100,000 or less) to name various classrooms and to renovate a laundry facility. We are currently running a campaign to raise money to build an indoor baseball and softball practice facility. We met our goals for each of the smaller campaigns. The practice facility campaign launched in November 2017. We expect to meet our goal (\$367,571) in the next few weeks.

4. Largest gift ever from a living individual?
Answer: \$210,000

5. Largest planned gift ever?
Answer: 8.5 Million

6. Average total fundraising revenues last three years (approximate numbers are OK for #'s 4, 5, 6 and 7)?
Answer:

<i>Performance Indicator</i>	2014-2015	2015-2016	2016-2017
Total Gifts/Contributions <i>(Note: includes bequests, gifts, grants, membership and special event revenue)</i>	\$ 1,148,700	\$ 660,453	\$ 744,732
Total: Gifts/Contributions - excluding bequests and grants	\$ 995,290	\$ 529,079	\$ 653,093

7. Average Annual Fund last three years?
Answer: \$396,278

8. % of alumni giving to Annual Fund in FY2017?
Answer: 7.6%

9. # of donors to the President's Circle last three years?

Answer:

2015-2016	21
2016-2017	44
2017-2018	55

10. Advancement software you are using?

Answer: Banner Advancement

11. Most recent wealth screening, and if so, done by whom?

Answer: Not applicable.

12. Have you or Cristie Kedroski been through a prior campaign at NWFC or elsewhere?

Answer: No

13. In the RFP, item C., you ask for a "complete client list." Do you mean historically, recently or currently?

Answer: Please provide a list of recent and current clients that demonstrates experience relevant to the proposal.

14. Do you have a campaign goal in mind?

Answer: We have not yet determined an appropriate goal and will look to the feasibility study to address this question.

15. Are foundation board members actively involved in fundraising?

Answer: Foundation Board members are not actively involved in fundraising although several are major donors and most belong to the President's Circle and/or have attracted gifts from their respective companies.

16. The selection criteria includes, "Possess a style that seems to fit NWF State College." How would you describe that style?

Answer: Communication and the ability to mesh with our team will be assessed by the hiring committee and based on how candidates present themselves during the interview.

17. How would you describe the current state of development operations (e.g., prospect research and management; database(s); metrics and reporting)? Are there any plans to invest in new technology or staff?

Answer: We currently do not conduct systematic prospect research or have an organized prospect management program. We are reviewing prospect identification tools and have prospect management capabilities through our donor management software (Banner). We have made progress with tracking and reporting but recognize that there is room for improvement. We do not have plans to invest in additional staff at this time.

18. How much does experience in Northwest Florida affect the selection decision?

Answer: Experience in Northwest Florida, or lack thereof, will not be a determining factor in our decision.

19. What donor database do you use?

Answer: Banner Advancement

20. Do you have a budget in mind for this project? If so, are you willing to share it?

Answer: No

21. Have you conducted a wealth screening? If so, when and with which vendor?

Answer: No

22. Are you currently working with fundraising counsel? If so, are you anticipating a proposal from that firm?

Answer: No

23. Did you work with fundraising counsel during previous campaigns? If so, are you anticipating a proposal from that firm?

Answer: Not applicable.

24. Whether companies from Outside USA can apply for this? (like, from India or Canada)

Answer: Companies from outside of the United States are not encouraged to apply.

25. Whether we need to come over there for meetings?

Answer: The selected firm will be expected to make site visits for planning, organizational meetings, donor interviews and for other campaign activities as needed. The number of visits to the area recommended by the firm should be detailed in the proposal.

26. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

Answer: No

27. Can we submit the proposals via email?

Answer: The Foundation will not accept email submissions of proposals.

28. What program/plan/project does the Foundation intend to fund through the major gifts campaign?

Answer: The top priority for this campaign is scholarship support.

29. How did the Foundation develop the program/plan/project?

Answer: The college president has identified a major gift campaign for scholarship support as a critical need for student success.

30. What is the total campaign goal?

Answer: We have not yet determined an appropriate goal and will look to the feasibility study to address this question.

31. What is the purpose and desired scope/outcome/deliverable of the general development audit (separate from the campaign feasibility study information)?

Answer: The general development audit will help determine what is needed in our day-to-day fundraising operations and what activities and resources will help take us to the next level and to insure a successful major gift campaign.

32. Is the College interested in having the hired firm serve (a) in an advisory role with regard to campaign management, (b) in an advisory AND execution role up to and potentially including “making the Ask”; or (c) some other role?

Answer: The college is interested in having the hired firm serve in an advisory role and execution role. We intend for college staff (or board members) to make “the Ask”.

33. Has Northwest Florida State College (or any of its predecessors since you all have undergone several name changes) conducted a campaign in the past? If so, when was NFSC’s most recent campaign? What was the goal? Was it achieved? In what ways was it considered a success? What are generally believed to be the shortcomings of this campaign (I don’t believe any campaign does everything it sets out to do at a high level)?

Answer: NWFSC has not conducted a capital or major gifts campaign in the past ten years. We have conducted several smaller campaigns (\$100,000 or less) to name various classrooms and to renovate a laundry facility. We are currently running a campaign to raise money to build an indoor baseball and softball practice facility. We met our goals for each of the smaller campaigns. The practice facility campaign launched in November 2017. We expect to meet our goal (\$367,571) in the next few weeks.

34. How much do you believe you will test in the feasibility study? I realize the number may not be set yet, but what’s the number everyone is thinking currently?

Answer: We do not have a number in mind and will look to the feasibility study to address this question.

35. The RFP indicates you would like to partner with a firm which has experience in developing and executing a major gifts program. Does that mean you do not currently have a major gifts program and most/all of your gifts come through annual fund or events fundraising?

Answer: We used the term major gifts program in place of capital campaign to indicate that our top priority will probably not be for a capital project such as a building or renovation. We are a small shop and currently ask for and receive major gifts but do not have a systematic prospect management program or a separate major gift office.

36. In Section 4, Item D, Number 4, it states “Describe assessment and report process.” Can you elaborate more on what you mean? Do you mean what methods we would use to assess and report on the progress of the campaign and to whom? I want to make sure that I’m clear about what you are asking so it is properly addressed.

Answer: We would like to know how you evaluate and report campaign progress to staff, leadership and the foundation board.

37. Has Northwest Florida State College conducted a capital or major gifts campaign in the last 10 years? If so, did it reach its goal successfully?

Answer: NWFSC has not conducted a capital or major gifts campaign in the past ten years. We have conducted several smaller campaigns (\$100,000 or less) to name various classrooms and to renovate a laundry facility. We are currently running a campaign to raise money to build an indoor baseball and softball practice facility. We met our goals for each of the smaller campaigns. The practice facility campaign launched in November 2017. We expect to meet our goal (\$367,571) in the next few weeks.

38. Does the Foundation have a goal amount it wishes to test during the feasibility study?
Answer: We have not yet determined an appropriate goal and will look to the feasibility study to address this question.

39. Will the major gift campaign support the Foundation's general support of scholarships, academic programs, and capital expansion--or are there specific priorities?
Answer: Our top priority for this campaign is scholarship support.

40. How many active donors are in the Foundation's database?
Answer: 1,119

41. What is the breakdown of the Foundation's major donors--are they primarily alumni of the college, community members, industry leaders?
Answer: Table below represents donors who gave gifts above \$10,000 in 2017.

Donor Category	Major Donors by Category	% of Total
ALUMNI	1.00	8.33%
BOARD MEMBER	2.00	16.67%
CORPORATION	4.00	33.33%
FOUNDATION	1.00	8.33%
FRIEND	3.00	25.00%
GOVERNMENT	1.00	8.33%
Summary	12	100%

42. How many consulting firms were selected to receive the RFP?
Answer: The RFP was posted on our purchasing website on April 4, 2018. Eight individual firms received the RFP via email.