



**Request for Qualifications
And Pre-Qualifications
Fundraising and Development Consulting Services**

Submittal Due: 4:00 pm CST on Tuesday, December 10, 2024

Submittal Location: <https://www.greatriversgreenway.org/work-with-us/vendor-opportunities/>

Register online to receive upload link and other instructions. Submit qualifications in .PDF format only.

General Information

This Request for Qualifications (RFQ) serves as a pre-qualification for professional services related to Consulting and Fundraising. This RFQ process will establish a pool of qualified consultants to deliver fundraising and development services for Great Rivers Greenway projects. There are several categories of services for which GRG may select consultants including:

- A. Brickline Campaign Director
- B. Brickline Campaign Support
- C. GRG Foundation Planned Giving Consultant
- D. GRG Foundation Annual Fund Consultant

Professionals are encouraged to submit qualifications for one or more of the categories, and those who meet desired qualifications will remain on a pre-qualified list and be eligible for consideration for contracted services through December 31, 2027. GRG reserves the right to add consultants to this list as needed.

Questions & Pre-Bid

Questions or information related to this request should be directed to: Susan Trautman, strautman@grgstl.org

Background

Great Rivers Greenway (“GRG”) is a public agency, created by a vote of the people in St. Louis City, St. Louis County, and St. Charles County in 2000 to

establish a sales tax dedicated to parks and greenways. These funds have enabled GRG to collaborate with partners and communities to build, care for, and bring to life a vast network of greenways, creating healthy habitats and watersheds along the way. GRG has a clear, bold vision to build a dynamic network of connecting rivers, parks, and communities, and its mission to make the St. Louis region a more vibrant place to live, work, and play by continuing to develop this regional network of greenways.

The major fundraising focus for GRG is the Brickline Greenway. The mission of this project is to transform St. Louis by connecting people and the city's most treasured places, creating inspiring outdoor experiences and equitable opportunities for growth. Kicked off with a privately funded international design competition, the big idea is to not only physically connect Forest Park, the Gateway Arch, Fairground Park, and Tower Grove Park, but for the greenway to be a catalyst for equitable economic development. The project and process has been driven by community engagement.

Thus far, there has been significant success having raised nearly 50% of the \$245 million goal. With 100% of the \$18 million taxpayer funding and 78% of the \$75 million public grant funding secured, the focus will be on the private funding goals. In order to continue this momentum, Great Rivers Greenway seeks fundraising and development consultants to help administer and execute the private donor portion of the campaign. Of the \$152 million private funding goal, approximately \$46 million has been secured, leaving the need for **\$105 million in additional private funds**.

Outside of the Brickline campaign, the GRG Foundation also seeks consultants to assist with planned giving and annual fund as needed.

Consulting Needs and Scopes of Work

Great Rivers Greenway intends to engage firm(s), organization(s), individual(s) or non-profit(s) to provide services related to fundraising and consulting services. Because a variety of services may be needed, this RFQ is broken down into various components. Respondents may choose to respond to any or all of these components. Please provide specification in your response as to which of the elements are applicable.

A. Brickline Campaign Director: Lead existing and new fundraising activities to drive generation of private donations.

- Execute Campaign Plan, provide ongoing counsel, and provide updates as needed.
- Oversee planning and implementation of campaign events.
- Provide strategic guidance for call plans for lead and major gift cultivation and solicitation meetings.

- Provide training and support for staff and volunteer leadership re: cultivation and solicitation strategies.
- Participate in Campaign Meetings with staff and leadership.
- Facilitate and participate in cultivation and solicitation meetings for lead and major gift donors.
- Provide direct support to solicitors and work with Campaign Support Staff to create donor profiles and call plans.
- Help to organize and conduct prospect review sessions.
- Oversee identification and research of current and prospective donors.
- Plan and implement the campaign community phase.
- Coordinate the production of proposals, collateral materials, and reports.
- Draft letters, emails, proposals and other communications for staff and volunteers to use in their outreach and follow-up activities with prospects and donors.
- Oversee agenda and materials for meetings, review prior to distribution.
- Ensure benchmarks are achieved and the campaign progresses.
- Produce campaign progress reports.

B. Brickline Campaign Support Consultant: Assist in administering fundraising activities.

- Develop and distribute meeting agendas and materials.
- Record meeting minutes and action steps
- Provide support as needed for prospect research, preparation of proposals and donor communications, call plans and donor relations.
- Track staff and volunteer activities with campaign donors and prospects.
- Track the progress on all gift requests.

C. GRG Foundation Annual Fund: provide advice and direction for new donor acquisition services in support of annual fund revenue growth.

- Strategy development for annual giving campaign
- Copy writing, theme development and graphic design for electronic and direct mail
- Review of mailing lists
- Development of social media strategies

D. GRG Foundation Planned Giving: provide consulting to develop and communicate a planned giving program.

- Provide necessary documentation for planned giving program.

- Assist in communicating the existence of the program to existing and potential donors
- Develop brochure and website landing page outlining benefits of and options for planned giving
- Develop donor survey to help identify prospects
- Develop end of year communication explaining advantageous year-end giving strategies

Instructions for Submitting Qualifications

Submittals should contain the following information:

- A one-page letter of interest that includes a synopsis of the respondent's specific area(s) of interest and qualifications, and the primary contact or lead representing the contractual authority of the respondent.
- Profile(s) of respondent(s) including number of employees, location, and relevant experience working on similar projects within the last five (5) years. Also include a statement regarding the respondent(s) M/WBE status.
- Based on the generalities provided in the outlined component work areas, provide a general discussion of the philosophy that the respondent will use to approach any or all of those components. No more than two (2) pages per component.
- Resumes of key team members identified by the respondent(s) as having a major role. Resumes can be any format that summarizes qualifications, may not be longer than two (2) pages per person.
- Process for engaging clients: Let us know how you typically engage clients and how you would go about getting to know us.
- Project descriptions for no fewer than three (3) and no more than six (6) recent projects with a similar scale and scope performed by the respondent within the last five (5) years. Include the following:
 - Name of the client (include contact name and email address)
 - Description of projects (including achievement and amount of fundraising goals if applicable)
 - Key personnel involved and year the project was completed
- Disclose any material agreements, relationships, or employment your firm or team members have with Great Rivers Greenway that may create a conflict of interest or the appearance thereof.
- Outline proposed fee structures for hourly work or project-based work

for any of the component work areas, as well as an hourly rate for any additional follow up needs.

General Provisions

Any contract awarded as a result of this Request for Qualifications will be awarded without discrimination on race, color, religion, age, sex, sexual orientation, or national origin.

Prospective consultants shall assure GRG that they will comply with 2020 ADA Standards which prohibits discrimination on the basis of disability, as well as all applicable regulations and guidelines issued pursuant to the ADA (42 U.S.C. 12101 et seq.).

Terms of Contract

GRG may enter into contract agreements with any consultants or consulting firms selected from the list of pre-qualified consultants from date of engagement through December 31, 2027. It is GRG's practice to require the following terms in the contract. Any significant variances from contract terms should be addressed in the proposal.

Selected consultant must indemnify, hold harmless and defend GRG from and against any and all claims, demands, actions, damages, liability and expense arising from the scope of work in the agreement.

Selected consultant must maintain comprehensive general liability insurance, automobile liability insurance, and property liability insurance with liability limits of not less than \$1,000,000 per occurrence. GRG must be named as additional insured on selected consultants' comprehensive general liability insurance, automobile liability insurance, and property liability insurance policies.

Any contract awarded for this work will require the consultant to execute and deliver to GRG an affidavit confirming the consultant's enrollment in the e-verify federal work authorization program with respect to its employees, in compliance with Section 285.530 R.S.Mo. as well as a copy of the consultant's e-verify MOU. Consultants shall not be required to execute the affidavit and supply an e-verify MOU copy if either (i) the compensation to be paid is \$5,000 or less, or (ii) the consultant does not have any employees (though an affidavit attesting that the Consultant has no employees will still be required).

Payments

GRG requests that invoicing occur upon actual receipt of services. Written invoices must be submitted by the vendor detailing the work performed and detailed fees. Although GRG utilizes an expedient process, vendors are advised that it could take up to 30 days to process invoices for payment.

Selection Process

GRG will evaluate all responses to this RFQ. From this review, Great Rivers Greenway may select a consultant(s) solely on the basis of submittals, or may additionally identify a short list of individual or team candidates for possible interviews. GRG may contact any or all respondents to clarify submitted information.

Upon selection of a firm, organization, individual, non-profit or combination thereof from the prequalified consultant list, Great Rivers Greenway will negotiate a scope of services and other terms and conditions of an agreement with the selected respondent(s). If such negotiations are not successful, Great Rivers Greenway reserves the right to begin negotiations with other respondents. Respondents whose qualifications are not accepted will be notified in writing as soon as practical.

Minority and Women Business Enterprise Policies

It is the policy of GRG that minority and women-owned businesses shall have the maximum opportunity to participate in the performance of contracts utilizing taxpayer funds.

Important Considerations

Great Rivers Greenway reserves the right, at its sole discretion, to:

- Reject any or all submittals when, in its opinion, it is determined to be in the public interest to do so
- Waive minor informalities of a submittal
- Cancel, revise, or extend this solicitation
- Request additional information which is deemed necessary
- Extract, combine, and delete elements of individual submittals of qualifications
- Negotiate jointly or separately with individual firms, organizations and nonprofits with respect to any or all elements of this request
- All contractual agreements shall be subject to, governed by and construed according to the laws of the State of Missouri.

This Request for Qualifications does not obligate GRG to pay any costs incurred by any respondent in the submission of their qualifications or in making necessary studies or design for the preparation thereof, or for procuring or contracting for the services to be furnished under this request for qualifications. **GRG will give preference to firms located in their district (St. Louis City, St. Louis County and/or St. Charles County) and secondly, in the State of Missouri, when other considerations are equal.**