



Request for Proposals (RFP) for Capital Campaign Consultant(s)

Released: April 23, 2024

The GLBT Historical Society is a 501(c)3 nonprofit organization that collects, preserves, exhibits and makes accessible to the public materials and knowledge to support and promote understanding of LGBTQ history, culture, and arts in all their diversity. Founded in 1985, we are recognized internationally as a leader in LGBTQ public history. We steward and make accessible one of the world's largest repositories of LGBT historical materials through our archives and operate the nation's first museum of LGBT History and Culture in San Francisco.

The Society is embarking on an ambitious capital campaign to ensure a permanent home for its museum, archives, and operations. This campaign includes but is not limited to, or is constrained to, raising funds for capital expenses, establishing an operating runway for its first few years of operation in the new space, and potentially growing its endowment. To ensure this critical initiative's success, we seek proposals from experienced and qualified capital campaign consultants who can provide strategic guidance, expertise, leadership, and coordination throughout the campaign process.

The City and County of San Francisco has pledged \$12M for acquisition and pre-development funds needed for the project along with leading the acquisition of space, and the State of California has pledged an additional \$5M for the project to date.

Scope of Work:

The selected consultant will be responsible for:

1. Conducting a comprehensive assessment and feasibility study of our organization's readiness for a capital campaign, including evaluating our fundraising capacity, donor base, and infrastructure, interviewing key stakeholders, developing a case for support needed for the feasibility study, providing fundraising projections, and potential early

fundraising efforts. (This is our most urgent priority, with expected completion by or before June 21, 2024)

2. Developing a tailored capital campaign strategy, including goal-setting, timeline, donor segmentation, and cultivation strategies.
3. Guiding and developing campaign messaging, branding, and communications to effectively engage donors and stakeholders.
4. Assisting in identifying, cultivating, soliciting, and stewardship of major donors, foundations, government, and corporate partners.
5. Offering ongoing support and guidance to our internal team, including training on best practices in fundraising and campaign management for the Board of Directors and key staff.
6. Evaluating campaign progress, analyzing data, and making strategic adjustments to maximize fundraising effectiveness.
7. Delivering regular progress reports and updates to the organization's leadership and board of directors.

Qualifications:

The ideal consultant should possess the following:

1. Proven experience and track record leading successful capital campaigns for non-profit organizations, preferably in the LGBTQ+ community, with arts and culture organizations, and small to mid-size nonprofit organizations.
2. At least three years of experience leading capital campaigns for nonprofit organizations with at least 10 clients previously served in this capacity.
3. Deep knowledge of and demonstrated experience in fundraising best practices, donor relations, and campaign management.
4. Strong communication and interpersonal skills, with the ability to collaborate effectively with diverse stakeholders.
5. Demonstrated ability to develop and execute strategic fundraising plans that meet or exceed fundraising goals.
6. A track record of building and maintaining relationships with high-net-worth individuals, foundations, and corporations.
7. Knowledge of and commitment to the LGBTQ+ and diverse communities. Commitment to and proven track record in advancing justice, equity, diversity, inclusion, and accessibility in all aspects of fundraising practices.
8. Appropriate budget and scope of consultant fee for an organization of our size.

Qualifications will be used as criteria for the final selection of consultant(s).

Submission Guidelines:

Interested consultants are invited to submit a proposal containing the following elements:

1. Overview of the consultant's firm, including relevant experience, expertise, and qualifications. Names and bios for consulting staff who will support this project.
2. Description of the consultant's approach to capital campaign consulting, including methodology, key strategies, and past successes.
3. Proposed timeline and work plan for the engagement, including milestones and deliverables.
4. A budget proposal outlining fees and expenses associated with the consulting service, ideally broken down by phase.
5. References from past clients who can speak to the consultant's track record and performance.

RFP Timeline:

- Release of RFP: April 23, 2024
- Deadline for submission of proposals: May 7, 2024
- Evaluation of proposals and selection of consultant: The process is ongoing and expected to be completed by May 10, 2024
- Contract negotiation and commencement of services: May 15, 2024 or earlier if possible

Contract & Payments

The Society may elect to contract and pay the selected firm in phases and for specific deliverables relating to those phases, depending on the consultant's fee and availability of funds.

Contact Information:

For inquiries and submission of proposals, please contact:

[Roberto Ordeñana](#), Executive Director

Roberto@glbthistory.org

We look forward to receiving your proposals and partnering with a skilled and dedicated consultant to drive the success of our capital campaign.