



**Mesa County
LIBRARIES**
FOUNDATION

REQUEST FOR PROPOSALS

Marketing and Communication Services for Capital Campaign

Issue Date: Monday, February 3, 2020

Deadline for Written Questions: Friday, February 21, 2020

RFP Submissions Due Date: Friday, March 13, 2020

Reply to:

Karen Kllanxhja
Development Director
Mesa County Libraries Foundation
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Grand Junction, CO 81501
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BACKGROUND

The Mesa County Libraries Foundation (MCLF) is a 501(c)(3) nonprofit entity formed exclusively for the purpose of expanding programs and services offered by the Mesa County Public Library District (also known as Mesa County Libraries (MCL)). The Foundation's primary function is to secure financial and in-kind donations to supplement local tax support.

MCL is a tax-supported library district that operates eight library locations throughout Mesa County. The Clifton Branch Project anticipates the construction of a new library building on five acres of district-owned land in the Clifton area. The new building — expected to be approximately 20,000 square feet — would replace the current Clifton Branch.

The Foundation is in the quiet phase of a \$3 million capital campaign to support construction of the new Clifton Branch Library. The public phase of the capital campaign is expected to begin in Fall 2020. Groundbreaking for the new library branch is expected in Spring 2022.

REQUEST FOR PROPOSAL (RFP)

This document constitutes a RFP in a competitive, sealed format from qualified individuals and organizations to perform marketing and communication services for the MCLF's capital campaign supporting the Clifton Branch Project.

The primary objective is for the MCLF to effectively collaborate with a firm to provide professional messaging, marketing, advertising, and communications strategy for the capital campaign. The need for services is anticipated to be from Summer 2020 through scheduled groundbreaking in Spring 2022.

Scope of Work

In cooperation with MCLF and MCL, the firm will create messaging, collateral, and a specific marketing plan to help achieve the fundraising goal of the capital campaign. The list below includes a sample of the required services.

- Strategic research for targeting likely donor groups.
- Develop capital campaign messaging.
- Create coordinated advertising campaigns (print, broadcast, digital, online, postal mail, email, brochure, etc.).
- Create a two- to three-minute fundraising video for showing to community groups when staff make presentations about the Clifton Branch Project. Create a 15- to 30-second version of the video for use on social media.
- Assist in the development of a kickoff event for the public portion of the capital campaign.
- Develop and implement a marketing plan to achieve the fundraising goal.
- Present other effective fundraising ideas that are not necessarily listed here.

The selected firm must work closely with MCL staff to ensure that the marketing campaign's messaging is consistent with MCL's overall image.

Qualifications

The selected firm must demonstrate the ability to strategically plan, integrate, manage, and execute an assortment of marketing projects. The selected firm also must demonstrate a successful track record of developing and implementing fundraising campaigns for nonprofit organizations.

BID PROCEDURES AND EVALUATION

Questions may be submitted in writing to Karen Kllanxhja, Development Director, Mesa County Libraries Foundation, at kkllanxhja@mcpld.org. Additional information and/or clarifications based on written questions will be sent to all bidders via email. Verbal questions or questions submitted after the Deadline for Written Questions will not be considered.

Should the MCLF omit anything from this RFP that may be necessary for a clear understanding of requirements, or should any instructions appear to conflict, bidders should contact Karen Kllanxhja, Development Director, Mesa County Libraries Foundation, at kkllanxhja@mcpld.org prior to Deadline for Written Questions.

LATE PROPOSALS WILL NOT BE ACCEPTED OR CONSIDERED. IT IS THE RESPONSIBILITY OF THE BIDDER TO ENSURE THE PROPOSAL ARRIVES AT THE LIBRARY PRIOR TO THE PROPOSAL CLOSING DATE. (See “Submission of Proposals” section below for specific information about submitting proposals.)

After proposals are opened, a bidder may be given an opportunity to explain any error, and may request their proposal be withdrawn. Such proposals may, with the approval of the Development Director, be withdrawn and not resubmitted. Errors determined by the MCLF to be minor may be allowed in an otherwise acceptable proposal.

The contract shall be awarded based on BEST VALUE as determined by MCLF.

In the event the selected firm believes that a change in, or addition to, work is beyond the scope of this contract, it must notify MCLF in writing prior to beginning such work.

Evaluation Criteria

Each proposal will be analyzed to determine overall responsiveness and qualifications under the RFP. Criteria to be evaluated may include the items listed below. Additional information may be requested from bidders at any time prior to final approval of a selected firm. The MCLF reserves the right to select one, or more, or none of the firms to provide services.

Evaluation criteria:

Background and qualifications	30%
Relevant experience	20%
Cost	15%
Creativity	15%
Success with similar campaigns	10%
Project planning	10%

Submission of Proposals

Firms shall submit **two copies** of their proposals: one hard-copy original, signed in ink, and one copy of the proposal via email clearly labeled “Mesa County Libraries Foundation Capital Marketing RFP Response.” Links to online sources may be used to feature samples of electronic or broadcast work.

Emailed bids must be received by email by Karen Kllanxhja at kkllanxhja@mcpld.org with Subject Line “Mesa County Libraries Foundation Capital Marketing RFP Response” by 5:00 p.m. Friday, March 13, 2020. Attach proposal documents in current Microsoft Office formats.

Hard copies should be delivered to the Mesa County Libraries Foundation, 443 N. 6th St., Grand Junction, Colo. 81501, and received by 5:00 p.m. Friday, March 13, 2020.

Proposal materials relating to this RFP must be received by MCLF on or before 5:00 p.m. Friday, March 13, 2020. Proposals submitted after the due date will not be considered, no exceptions. Information provided will not be returned; please do not send original or one-of-a-kind materials. Questions regarding the contents of this RFP must be submitted via email by 5:00 p.m. Friday, February 21, 2020, to kkllanxhja@mcpld.org.