

Rocky Mountain PBS
REQUEST FOR PROPOSAL
Inside Energy Development Consultant
6-month Contract

Rocky Mountain PBS
1089 Bannock Street
Denver, Colorado 80204
PH: 303-620-5758
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September 17, 2015

REQUEST FOR PROPOSAL
Inside Energy Fundraiser Position
Denver, Colorado

Article I. Introduction

Rocky Mountain Public Broadcasting Network, Inc. is seeking a skilled fundraiser-leader with the ability to facilitate fundraising collaboration for its Inside Energy collaborative journalism project and serve as an individual fundraiser, responsible for executing development strategy that supports Energy reporting at seven partner stations. This position is based out of Denver, CO with some regional travel necessary.

Section 1.01 Management

Amanda Mountain, Executive Vice President, is the primary point of contact for this contract, with key support from Laura Frank, President and General Manager of News.

Section 1.02 Contact Information

Please contact Amanda Mountain for questions about the proposal submission details:

Phone: 719-251-2595

E-mail: amandamountain@rmpbs.org

Article II. The Project

Section 2.01 Mission

BACKGROUND & JUSTIFICATION

Inside Energy was launched with a two-year, \$1.4 million startup grant from the Corporation for Public Broadcasting and pursues ongoing and sustaining partnership funding through individuals, foundations, corporations, businesses and organizations that share an interest in the national and local energy discussion.

Desired outcomes within the six-month period include:

- Help plan and facilitate a Sustainability Summit, bringing together key representatives from all seven collaborating stations
- Develop and disseminate training materials to enhance fundraising capacity at the local station level for Inside Energy development activities
- Further develop the Inside Energy sustainability strategy with myriad partners
- Begin to build a pipeline of potential donor prospects from station partners
- Help develop the necessary fundraising and marketing materials needed to successfully secure ongoing support for Inside Energy
- Work with numerous vendors and partners to begin execution of the fundraising strategy

Section 2.02 Candidate Requirements

- Successful fundraiser with a track record of securing major gifts of \$10,000 or more
- Skilled trainer able to teach other fundraisers how to more effectively raise money for Inside Energy at their home stations
- Experienced facilitator who can instill the spirit of collaboration in all communications, in person and remote
- Professional demeanor and presentation so as to represent the public media brand at the highest level

Section 2.03 Timeline

The ideal candidate would be able to start work no later than October 19, 2016 and would be based out of Colorado though flexibility is possible for the right candidate.

Article III. The Proposal

Section 3.01 Summary of Proposal

(a) Expectations

A contract will be awarded based on the information presented in the materials received. We will award contracts based on the candidate expected to be the most beneficial to our project based on a variety of factors. Rocky Mountain PBS reserves the right to award more than one contract, accept the lowest price offer, award contracts before the proposal deadline listed in the timeline, award contracts before all proposals are received, and refuse any contract without obligation to Rocky Mountain PBS or to the company offering the proposal.

(b) Proposal Deadline

Applications should be submitted no later than 5pm on Oct. 7, 2015 via email to amandamountain@rmpbs.org. Questions regarding this RFP will be accepted via email or phone any time prior to the proposal deadline.

(c) Selection Criteria

All offers submitted will be considered based upon the materials provided in the proposal. Only those applications submitted by the deadline above will be considered. The following criteria will be the primary considerations for selecting a proposal:

1. Submission of all proposals in the correct format by the stated deadline.
2. The perceived ability for the applicant to deliver their services set forth in their proposal.
3. The applicant's past performance in fulfilling such job functions.
4. Availability of sufficient high quality personnel with the required skills for the specific approach proposed.
5. Overall cost of the proposal.

(d) Proposal Format: Rocky Mountain PBS suggests you may include the following information in your application.

- (i) Cover Letter*
- (ii) Resume*
- (iii) Rate Requirements*
- (iv) References*

Section 3.02 Proposal Details

(a) Contractor Summary

Include a brief history of your company including your past experience in dealing with similar projects. Also include the owners' names or those persons authorized to sign contracts for your business.

(b) Capabilities and Methodology

Detail your company's capabilities in delivering the requests in this proposal. You should use this section to outline specifically your proposed method for achieving your goal. This should include a detailed timeline of milestones for completing the project.

(c) Expected Results

Use this section to summarize the expected results of your methodology listed above. This should include a summary of your timeline for completing the project.

(d) Executives, Staffing, and Management

List the high level executives or officers in charge of completing the project and a summary of their background. You should also use this section to list the projected staffing and management necessities and their estimated cost. Specify how you will obtain the staff to complete the project.

(e) Communication

Explain how you intend to communicate between executives, management, and staff in addition to how you will communicate to the project manager to ensure the project stays on schedule.

(f) Equipment

Detail the equipment necessities as well as their estimated cost. If you will need additional services or space from Rocky Mountain PBS you should list those requirements here with a brief explanation.

(g) Expense Breakdown

Build a detailed list of all expected expenses.

(h) Expense Summary

Give a brief summary of the total costs for your proposed contract.

(i) Licensing and Bonding

If applicable, include the details of your licenses and bonds for the services you are proposing. If possible, enclose proof of your licenses and bonds.

(j) Insurance

If applicable, provide the details of insurance your company will provide for your staff and the project.

(k) References

Provide two references for similar past projects.