

CORPORATION FOR PUBLIC BROADCASTING
Request for Proposal
for
Professional Consulting Services
for
Public Radio Major Giving Plan
Release Date: February 7, 2007
Deadline for Response: March 21, 2007

The Corporation for Public Broadcasting (CPB) is requesting proposals from qualified individuals and companies to develop a strategic and tactical major giving plan for public radio stations that will raise the proficiency of major gift activity at stations, increase the number of major gift donors to the stations, and increase net revenue for the stations.

Specifically, CPB seeks a plan to put in place or enhance the existing structure, skills and organizational mindset necessary for the successful cultivation, solicitation and stewardship of major gifts at public radio stations. CPB will contract with a consultant to develop a major giving plan which will address the needs of the diverse community of public radio stations (size, organization structure, budget, formats, service area, etc.). CPB is planning to release a separate RFP(s) for implementation activities of a portion(s) of the plan in the future as funding becomes available.

CPB has also made a significant investment in a Major Giving Initiative for public television (PTV MGI). CPB would expect that any proposal responding to this RFP would make considerable use of the tools and techniques developed for the PTV MGI as appropriate for public radio.

PLAN ACTIVITIES

Activities may include but not be limited to:

- An in depth assessment of past and current major giving efforts of public radio stations.
- An assessment of public radio's capacity (readiness, budget and staffing) for implementing major giving programs.
- Measuring the potential for securing major gifts to public radio stations.
- An assessment of non-fundraising factors (e.g. board strength, organizational structure, etc.) in achieving major giving success.
- Developing the strategy and tactics for selecting stations to participate in the implementation portion of the project.
- Developing a plan for adapting appropriate PTV MGI tools and techniques. (Samples of MGI tools and resources can be found at <http://majorgivingnow.org/home.html>.)
- Creating a budget for implementation of the plan.
- Developing a timeline for implementation of the major giving plan.
- Identifying specific goals and benchmarks to assess the achievements of the stations involved in the major giving plan.

RFP APPLICATION AND SUBMISSION REQUIREMENTS

The following is a non-exhaustive list of application and submission requirements. Please provide as much detailed information as possible for these and any additional items submitted:

Complete the [Application Form](#).

Project Narrative, a written (maximum of eight pages) description of the project that clearly articulates:

- Relevant experience, including examples of similar work.
- A statement of major gift program development experience.
- Biographies of key personnel.
- Project deliverables.
- An overview of the consulting, support, resource materials and tactics necessary to create the plan.
- Specific timeline necessary to create the plan.
- A statement of contractor's radio or media experience and understanding of the public radio industry (if any).
- References from three recent clients.

Itemized Project Budget for creating the major giving plan for public radio.

- The financial plan for the project presented in spreadsheet format, tailored to the request.
- Identify how each line amount was calculated.
- Proposal should be inclusive of all travel and out-of-pocket expenses.

Complete the [Application Form](#) and attach one copy each of the narrative and budget. Up to three supporting documents may also be attached. (Documents may be submitted in Word, Excel and/or .pdf formats.)

Proposals will not be accepted via fax or hand delivery.

QUESTIONS

CPB welcomes your questions or requests for clarification on the RFP. Please submit any RFP inquiries by 5 pm Eastern time on February 23, 2007 to the contact listed below. A Frequently Asked Questions (FAQ) with answers to those questions will be posted on March 2, 2007.

Please submit questions to:

Jeff Luchsinger
Director, Radio System Investments
Corporation for Public Broadcasting
401 Ninth St., N.W.
Washington, D.C. 20004-2129

E-mail: radiomajgiftsone@cpb.org

Phone: 202-879-9703

FILING DEADLINE

Receipt of RFP proposals at CPB by 5 pm ET on March 21, 2007

REVIEW AND SELECTION

CPB staff will review the applications. CPB may request additional detail and, may choose to seek input from outside experts who will advise the Corporation regarding each application's merits. Applications may also be subject to peer review. While we may seek outside input and advice, funding decisions are CPB's alone.

Applications selected for funding may receive requests for additional detail, including project timeline and cash flow projections. CPB may ask Applicants to work with other individuals or institutions to achieve proposed outcomes. Applicants may neither begin work nor announce funding before a grant document or contract has been executed.

OTHER

CPB is not responsible for loss or damage to the material submitted. Any submission to CPB shall become the property of CPB (not including any intellectual property rights contained in such submission), and CPB is not required to return any submitted materials to any applicant. CPB is not responsible for any violation of copyright, trademark, patent, trade secret, or other rights that may result from disclosure made by response to this RFP.

Solicitation by CPB of applications does not constitute an agreement by CPB to extend funding to any party for the project under consideration. CPB may, in its sole discretion, elect not to pursue this project in any manner.

By submitting an application, each applicant represents and warrants that it owns or has obtained licenses to all copyrights and other rights with respect to the application and that the application is not defamatory and each applicant grants to CPB the right to duplicate, use, disclose, and distribute all of the materials submitted for purposes of evaluation, review, and research.

CONDITIONS OF AGREEMENT

If an application is selected for funding, applicants will be required to sign a binding agreement. Until both parties have signed an agreement, no express or implied commitment has been made to provide financial support. Applicants are not authorized to commence work until the agreement is fully executed. If applicants opt to commence work, they do so at their own risk. No oral or written statement other than the signed, written agreement will govern or modify the relationship.

As a condition of agreement, applicants must guarantee that, among other things, any work they undertake on behalf of CPB is not defamatory and will not violate or infringe upon the privacy rights, copyrights, or other proprietary rights of any third party. Contractors must also agree to indemnify CPB against any loss resulting from breach of any of the guarantees contained in the agreement.

Those receiving funds from CPB must be able to comply with a number of requirements that will be included in the operative agreement. These requirements include but are not limited to:

- (1) Maintenance, for three years following receipt of relevant funds, of all financial records to the project, which records shall be accessible to CPB, and to the U.S. Comptroller General or other representatives for examination and audit purposes;
- (2) Maintenance, for three years after approval of a final financial report, of a complete file of all subcontracts and other agreements, licenses, clearances, and other documents related to the work undertaken, copies of which shall be made available to CPB on request;
- (3) Compliance with equal employment opportunity and nondiscrimination laws and policies;
- (4) Applicants will be required to provide documentation as to actual costs, and provide supporting detail demonstrating that all costs are reasonable, necessary and allocable to the requirements and objectives of the work undertaken; and
- (5) The Agreement will be governed by and construed in accordance with the laws of the District of Columbia without regard to its conflict of law provisions.

Other material terms and provisions will be set forth in the documents provided to the applicant that successfully completes the selection process.