



# **PROPOSAL AND AGREEMENT FOR CONSULTING SERVICES**

**Prepared for**

**Kaukauna Municipal Pool**

**Campaign Planning Study**

**Capital Campaign Planning and Implementation**

**September 29, 2021**

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## **PROPOSAL AND AGREEMENT FOR SERVICES RE: City of Kaukauna Municipal Pool**

It is a pleasure to present the following Proposal and Agreement for Services to the Mayor, the Finance Director and the Recreation Director of the City of Kaukauna re: the proposed municipal pool. It includes all segments needed for a successful capital campaign to raise a portion of the \$4,300,000 - \$5,200,000 needed for pool area renovations and construction of a new pool building. The City will fund a portion of the project based on how much can be raised privately.

- The **Campaign Planning Study** will confirm the amount of funds that can be raised privately, the campaign timeline, reactions to a public/private partnership with the City, potential donors and volunteers, and develop campaign strategies including an action plan.
- **Campaign Planning and Implementation** takes what is learned in the study to develop and implement a full campaign.

### **I. SPECIFIC AREAS OF CONSULTATION RE: THE CAMPAIGN PLANNING STUDY**

NOTE: This is the same process as a feasibility study, but The Sweeney Group uses the term Campaign Planning Study. This asks the community *how* to best position the campaign rather than *if* the City should do a campaign.

A. *Prior* to the interview portion of the study, the Sweeney Group will:

- 1.) draft the information to be used in the study, including working with the Recreation Director and others to define the case for support and the specifics of funding needed;
- 2.) work with City staff to determine the organization to serve as fiscal agent, e.g. the Community Foundation of the Fox Valley Region;
- 3.) determine community volunteers to attend a brainstorming session to finalize the study materials and determine who should be interviewed and to whom a survey should be sent;
- 4.) facilitate a brainstorming session among the City staff and volunteers to:
  - finalize the initial case statement to be used in the study including compelling reasons why this project is important to Kaukauna area residents and the future of the community;
  - finalize the questions to be used in all aspects of the study - personal interviews and surveys to be sent to community members;
  - finalize the letter asking representatives of various segments (community leaders, prospective donors and volunteers, prospective members of an Honorary Committee to endorse the campaign, donors known to support Kaukauna community projects, etc.) to participate in the study;
  - develop a list of interviewees and survey participants for the study.

B. *During* the interview period, the Sweeney Group will:

- 1.) mail all letters requesting participation to all potential participants;
  - 2.) schedule the interviews;
  - 3.) conduct a minimum of 20-25 personal interviews of individuals who represent various targeted constituencies, potential donors, and volunteers. NOTE: we ask each interviewee to identify others who should be interviewed; these interviews are done at no additional charge.
  - 4.) prepare and mail or email survey questionnaires to all selected individuals, including all members of the City Council and pool staff so that they can express their opinions confidentially. (It is typical to send surveys to 100 or more individuals);
  - 5.) conduct research on public grants, such as ARPA or CDBG.
- C. *After* the interview period, the Sweeney Group will present a full written report of the study findings, including:
- 1.) summary and analysis of the interviews and surveys;
  - 2.) evaluations and recommendations of the potential for a successful campaign and the:
    - image and appeal of the plans to renovate the pool area and build a new pool building, how it will impact community services, and the benefits to the Kaukauna area;
    - language for the case statement and campaign materials, based on study participants' responses;
    - the best way to position the public/private partnership;
    - standards of giving chart which details the types of gifts needed to reach the goal at various amounts;
    - potential donors, including lead, major gift and possibly challenge grant donors; (This list is included as a separate confidential document.)
    - potential volunteers, including campaign leadership to augment the City staff, and those who wish to be involved in the campaign in a variety of roles such as campaign co-chairs, Honorary Committee members, etc. (This list is included as a separate confidential document.)
    - Whether the *100 Extraordinary Women* and/or the *100 Extraordinary Families* campaign segment will work well in Kaukauna and, if so, potential volunteers; (see note below)
    - campaign strategy and timeline;
    - recommended campaign organization chart;
    - public relations activities and timeline.

The report is designed as a complete plan to allow campaign planning and implementation to begin immediately after the study. The report is the property of the City of Kaukauna and is typically 25-30 pages in length.

All activities detailed above will be performed by members of the Sweeney Group, under the direct supervision of Jodi Sweeney. She will conduct all the interviews.

## II. SPECIFIC AREA OF CONSULTATION RE: CAMPAIGN PLANNING AND IMPLEMENTATION

The following is a list of services needed for a successful campaign to meet or exceed the private goal determined by the study. The Sweeney Group will provide the following services under this contract:

- Preparation of all strategies identified in the study to be presented as drafts to the City and the volunteers identified in the study for the Campaign Planning Committee for discussion and decision;
- Recommendations regarding campaign policies, such as pledge terms, escrow fund, recognition opportunities, etc. These will be prepared by the Sweeney Group for review and approval by the City; the policies of the fiscal agent will need to be included;
- Development of a Campaign Planning Committee to strategize the specifics of campaign;
- Conduct approximately 2 months of campaign planning to finalize all campaign strategies, recruit additional volunteers and finalize materials; specific roles and responsibilities will be developed;
- Determination of the appropriateness of forming an Honorary Committee for the campaign of influential people from throughout the area. A job description and recruitment strategies will be developed by The Sweeney Group for review and approval by The Campaign Planning Committee and the City;
- Determination of whether to use the *100 Extraordinary Women* and/or a *100 Extraordinary Families* segment for the campaign;
  - The ***100 Extraordinary Women*** component will be launched if it is well received in the study. This is a campaign segment that was developed by The Sweeney Group, which owns the trademark. It has been successful in many communities including Belleville, Watertown, Milton, Evansville, Monroe, and Sparta. It is typically used to launch the campaign. Volunteers ask 100 (or more) women to each pledge \$1,000 (\$200 per year or \$18 per month) and have their names listed in a prominent area of the new pool building. It raises a minimum of \$100,000 and develops a group of committed ambassadors for the project and the campaign. The use of the *100EW* platform is provided without fee, if the City chooses to use it. [www.100extraordinarywomen.com](http://www.100extraordinarywomen.com)
  - 100 Extraordinary Families*** uses the same format and is typically used to complete the campaign.
- Confirmation of the campaign goal, positioned as a challenge from the City, and components based on the study findings;
- Determination of cultivation event(s) to inform prospective donors about the design and plans for the renovations and the new building, and the campaign;

- Development of campaign materials based on the issues identified in the study; these materials will include the plan for the recognition of all gifts and naming opportunities for major gifts. The Campaign Planning Committee will have input and the City will approve;
- Development and management of a Campaign Action Plan and Timeline, with responsibilities and a month to month work plan;
- Finalization of the Campaign Organization Chart presented in the study to determine committees needed, timeline for their work and determining segment goals for each;
- Identification of 3-5 visionary donors with strategies to approach them;
- Solicitation of these donors, including development of the talking points, team for the call and strategies. Jodi Sweeney can accompany volunteers on calls, as appropriate;
- Training of volunteers on solicitation of major donors and assistance in solicitation calls as needed. This will be prepared and presented by The Sweeney Group; all volunteers will be asked to participate;
- Strategizing the timing and amount of the major gift requests, including challenge grant(s) for various segments of the campaign. This will be led by The Sweeney Group with the involvement of all parties involved in the campaign;
- Research on additional local, regional and national foundations and public funding; assistance with preparation of proposals;
- Development and implementation of specific elements of the public phase at the appropriate points in the campaign, including planning for collective giving, a paver or tile program, direct mail/social media campaign and special events specifically designed to raise smaller gifts. This will be led by The Sweeney Group with the involvement of all parties involved in the campaign. The timing for this segment will be dependent on the success of the segments above;
- Facilitation of meetings;
- Advice to City staff and volunteers, as requested.

All work detailed above will be performed by Jodi Bender Sweeney, other than administrative and scheduling which is performed by Sweeney Group staff member. All work will be managed and supervised by Jodi Bender Sweeney.

### **III. REPORTING AND CONFIDENTIALITY**

The Sweeney Group will report to the City of Kaukauna, with direct reporting to Jeffrey Malloy, Recreation Director.

The Sweeney Group shall be held harmless against any financial or legal liability arising out of this agreement and related activities provided that the Sweeney Group acts lawfully and in compliance with this proposal.

#### **IV. PERIOD OF CONSULTATION**

The study should be completed in 60-90 days from the date that the contract is signed. Campaign planning should take approximately 2 months and campaign implementation should take 12 months. Timing for the *100 Extraordinary Women* and/or *100 Extraordinary Families* components will be determined during the study and approved by the Campaign Planning Committee and the City. All parties will use due diligence and best efforts to complete the contract within the stated time period.

This Agreement may be canceled by either party upon 14 days written notice and may be modified by written agreement signed by both parties. In the event of cancellation by either party, The Sweeney Group will be promptly paid for time and expenses incurred.

This contract is to be interpreted according to Wisconsin law and all actions related to this contract are to be brought in Dane County Circuit Court.

Additional consultation for implementation of the campaign shall be negotiated by separate contract, to be determined at the completion of the study.

#### **V. COMPENSATION**

Compensation fee shall be:

\$32,000 for the study;

\$ 5,000 per month for 14 months to conduct all aspects of campaign planning and implementation - \$70,000.

Total fee - \$102,000

Payment of fees shall be:

50% of the study costs upon signing this contract (\$16,000)

50% of the study fees (\$16,000 plus expenses) upon presentation of the final report.

For campaign planning and implementation, fees and expenses will be invoiced on the 5th of each month, with an invoice sent to Jeff Malloy. Payment is due by the 15<sup>th</sup> of that month.

Expenses include mileage, at \$.50 per mile. Expenses for hotel and meals will be incurred only if needed. All expenses are billed at direct cost; there is no up-charge on expenses.

Thank you. It is an honor to present this proposal to the City of Kaukauna.

If you agree with the terms of this Proposal and Agreement for Services, please sign and return one copy to the Sweeney Group and retain one copy for your files. Please include the requested retainer of 50% of the study portion of the proposal. (\$16,000.00).

I look forward to working with you to assess the potential of raising private funds for a renovated pool and new pool building to better serve the entire Kaukauna community.

For the City of Kaukauna:

\_\_\_\_\_  
Anthony Penterman  
Mayor

\_\_\_\_\_  
Jeffrey Malloy  
Recreation Director

\_\_\_\_\_  
William Van Rossum  
Finance Director / Treasurer

For The Sweeney Group:

\_\_\_\_\_  
Jodi Sweeney  
President

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2021.