



Request for Proposal (RFP)  
Capital Campaign Fundraising Study and  
Implementation

For the Renovation and Improvements  
to the Whitewater Aquatic and Fitness  
Center

Proposal Due Date: July 29, 2024  
3:00 PM CT

## **1.0 Introduction**

The City of Whitewater is seeking proposals from qualified fundraising consultants to conduct a comprehensive capital campaign fundraising study and implementation. This initiative aims to support planned renovations and improvements to the Whitewater Aquatic and Fitness Center. The study will also include the development of a maintenance endowment fund and scholarship funding to ensure the future sustainability and accessibility of the facility.

## **2.0 Project Overview**

The Whitewater Aquatic and Fitness Center is a vital community resource that provides fitness, recreation, and wellness opportunities for residents of all ages. To continue serving the community effectively, the facility requires significant renovations and improvements. Additionally, establishing a maintenance endowment fund and scholarship program will ensure the center remains accessible and well-maintained in the long term.

## **3.0 Scope of Work**

The selected consultant will be responsible for the following tasks:

1. Fundraising Feasibility Study:
  - a. Conduct a thorough assessment of the fundraising potential within the community and beyond.
  - b. Identify potential major donors, corporate sponsors, foundations, and grant opportunities.
  - c. Evaluate the community's willingness to support the capital campaign.
2. Capital Campaign Planning:
  - a. Develop a comprehensive capital campaign plan, including timelines, milestones, and fundraising strategies.
  - b. Create compelling campaign materials, including case statements, brochures, and digital content.
  - c. Establish a campaign committee and provide training and support to volunteers.
3. Implementation of Fundraising Strategies:
  - a. Execute the capital campaign plan, utilizing a variety of fundraising techniques such as major gifts, corporate sponsorships, grants, events, and direct mail.
  - b. Provide ongoing campaign management and support, including donor cultivation and stewardship.
  - c. Track and report progress towards fundraising goals.
4. Development of Maintenance Endowment Fund:
  - a. Assess the long-term maintenance needs of the Whitewater Aquatic and Fitness Center.

- b. Create a plan to establish and grow an endowment fund dedicated to facility maintenance.
  - c. Identify and cultivate potential donors for the endowment fund.
5. Scholarship Fund Development:
- a. Evaluate the need for a scholarship program to ensure facility access for all community members.
  - b. Develop a plan to establish and sustain a scholarship fund.
  - c. Identify and cultivate potential donors for the scholarship fund.

#### **4.0 Proposal Requirements**

Interested consultants are requested to submit a proposal that includes the following:

1. Executive Summary:
  - a. Brief overview of the consultant's qualifications and experience.
2. Approach and Methodology:
  - a. Detailed description of the proposed approach to the feasibility study, capital campaign planning, implementation, and fund development.
3. Experience and Qualifications:
  - a. Relevant experience with similar projects, including case studies and references.
  - b. Qualifications of key personnel who will be involved in the project.
4. Timeline:
  - a. Proposed timeline for the completion of each phase of the project.
5. Cost Proposal:
  - a. Detailed cost estimate, including a breakdown of fees for each phase of the project.
  - b. Any additional costs that may be incurred.
6. References:
  - a. Contact information for at least three references from similar projects.

#### **5.0 Evaluation Criteria**

Proposals will be evaluated based on the following criteria:

1. Experience and Qualifications:
  - a. Demonstrated experience in successful capital campaign fundraising for similar projects.
  - b. Qualifications and expertise of the project team.
2. Approach and Methodology:
  - a. Understanding of the project requirements and a clear, comprehensive approach to achieving project goals.
3. Cost:
  - a. Reasonableness and transparency of the cost proposal.
4. References:
  - a. Positive feedback from references.
5. Timeline:
  - a. Feasibility and appropriateness of the proposed timeline.

#### **6.0 Submission Instructions**

Proposals must be submitted no later than July 29, 2024, at 3:00 PM. Late submissions will not be considered. Proposals should be sent to:

Kevin Boehm  
City of Whitewater, Parks and Recreation Department  
312 W. Whitewater St.  
Whitewater, WI 53190  
kboehm@whitewater-wi.gov

Mark on the outside of the proposal package “Capital Campaign Proposal”. Include all copies and information as requested in the Proposal Requirements section; failure to do so may result in the rejection of your proposal. Neither fax nor email proposals will be accepted.

### **7.0 Questions and Clarifications**

For any questions or clarifications regarding this RFP, please contact Kevin Boehm at (262) 473-0122 or kboehm@whitewater-wi.gov.

### **8.0 Conclusion**

The City of Whitewater looks forward to receiving proposals from qualified consultants to help us achieve our fundraising goals for the Whitewater Aquatic and Fitness Center. Your expertise and support will be instrumental in ensuring the success and sustainability of this vital community resource.

### **9.0 Taxes**

The City of Whitewater is exempt from Federal Excise Tax (39-6005658) and Wisconsin Sales Tax (ES 051195).

### **10.0 Method of Procurement**

The method for this procurement is competitive proposal, pursuant to the City of Whitewater Procurement Policy, a copy of which is available upon request.

### **11.0 Status of Proposal**

Upon award, proposals will be considered public record and details will be posted online. Information on status could be obtained from City of Whitewater’s web site.

Note: This RFP is intended to provide a framework for proposals and may be adjusted as needed. The City of Whitewater reserves the right to amend, modify, or cancel this RFP at any time.