

TO **Prospective Supplier**

FROM **Dino Hernandez, Chief Advancement Officer/VP College Advancement**
Kathryn Marvin, Director of Development and Alumni Relations

DATE **Monday, January 6, 2025**

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RFP Instructions

1. Timeline

RFP issued:	Monday, January 6, 2025
RFP questions due:	Wednesday, January 15, 2025 5:00 pm EDT
Answers back to suppliers:	Wednesday, January 22, 2025
RFP submission due:	Friday, February 7, 2025 5:00 pm EDT
Supplier presentations:	Week of February 24, 2025
Second round (if required):	Week of March 3, 2025
Supplier selected*:	March 7, 2025
Project begins:	Week of March 17, 2025
Report due:	August 1, 2025

*Contract authorization is subject to NMC's purchasing policy (see #8 below), which could delay the timeline of an award.

- Proposals must be submitted by e-mail to dhernandez@nmc.edu and kmarvin@nmc.edu no later than 5:00 p.m. EDT on **February 7 2025**. Write RFP #2025-1 in the subject line of your e-mail. Your proposal must be received by that date and time. No telephone, fax, or verbal quotations will be accepted.
NMC is not responsible for late, lost, misdirected, damaged, incomplete, illegible, or postage-due mail.
- Questions from suppliers must be submitted by **January 15, 2025 at 5:00 pm** to dhernandez@nmc.edu or kmarvin@nmc.edu
- Should it become necessary to revise any part of the RFP, notice of the revision will be given in the form of an addendum to all prospective suppliers on record as having received the RFP. Notice will also be posted on the NMC website at <https://www.nmc.edu/departments/finance-administration/requests-for-proposals/index.html>. Each supplier should acknowledge receipt of addenda in their proposal on the proposal form, but the failure of a supplier to receive or acknowledge receipt of any addendum, shall not relieve the supplier of the responsibility for complying with the terms thereof.
- NMC reserves the right to accept or reject any or all proposals.
- Proposals should be limited to 10 pages. Each proposal should be prepared simply and economically, providing a straightforward, concise description of the service, approach, fees, and ability to meet NMC's needs as stated in this RFP.
- Complete the Proposal Form on pages **7 and 8**.
- Include a breakdown of all fees that will be assessed to NMC, preferably as a flat fee or otherwise an hourly rate with a realistic estimate of hours and/or a "not-to-exceed" rate. Provide a cost schedule for any optional or variable costs.

It is our hope to find a partner to assist us with this evaluation phase in our process as we move forward on an aggressive timeline. We would like the work to begin on this project as early as possible in 2025 and conclude on or before August 1, 2025.

Project Objectives

1. Create a full evaluation of the proposed case for giving and priorities, based on the College and Foundation's needs, goals, and strategic direction. This work should include the performance of donor interviews and surveys, and interviews with appropriate NMC staff.
2. Establish realistic goals and optimal timeframes for each stage of the campaign.
3. Generate a full report of findings, along with an executive summary, to include the following:
 - Summary of methodology
 - Key takeaways (What was learned? What opportunities/challenges were discovered.)
 - Case messaging evaluation...what tested positively.
 - Recommended fundraising goal and what is included in the goal.
 - Recommended timeframe and structure for the campaign.
 - Evaluation and recommendations for campaign leadership
 - Recommended campaign budget
 - Prospect strategy summary – recommended future donor engagement strategy based upon insights gained from interview participants
4. Analyze past giving data and perform data modeling to inform future fundraising strategy

RFP Proposal Requirements and Considerations

1. Responses should be limited to no more than 10 pages.
2. RFP response should include a preliminary background statement on the firm, proposed methodology - including recommended roles for NMC vs. the firm – timeline for the engagement, and professional fees. Proposed interim and final deliverables must be clearly identified.
2. Assume that all documents for interviews including interview request letter, questions, and follow up are provided by the firm hired.
3. Also assume the firm will conduct all interviews and surveys, including questions and survey instruments. NMC can provide lists and contact information in consultation with firm's experts. It is possible that NMC personnel will accompany consultants for select interviews.
4. NMC will provide proposed priorities and case language as a basis for testing. Our expectation will be that the firm will provide value add in this area as we refine the case prior to testing and provide recommendations post testing.

may not bind NMC to any contracts or represent to anyone that the bidder has any such authority.

14. Bidders are not entitled to use NMC's name, service mark(s), trademarks or trade names without the express written permission of NMC
15. The laws of the State of Michigan shall govern the interpretation and performance of this agreement. Any action brought to enforce any provision of this agreement shall be brought in the appropriate court in the State of Michigan. All bidders, their successors or assigns expressly agree to bring any claims, demands, or actions asserted against the Northwestern Michigan College Foundation Board, Board of Trustees of Northwestern Michigan College, its trustees, officers, employees or agents only to the Michigan Court of Claims. The bidder, its successors or assigns consent to the jurisdiction of the Grand Traverse Circuit County Court for the State of Michigan with respect to any claims arising under this agreement against NMC.
16. Once the successful proposal has been determined and awarded, modifications deemed necessary to correct errors found to be the sole fault of the bidder and to satisfy performance of the agreement shall be made expediently and at no additional cost to NMC. This clause will survive the termination and/ or expiration of this agreement without respect to the cause or reason for the error.
17. No information, report, etc. developed in connection with this RFP may be reproduced without NMC's prior written consent. No portion of this RFP may be reproduced without NMC's prior written consent.
18. The successful bidder must perform all work unless NMC specifically approves subcontracting in writing prior to the commencement of any work related to this RFP.
19. The successful bidder is an independent contractor, licensed and bonded as necessary, and is solely responsible for employment, acts, omissions, insurance, control and direction of its employees. The bidder agrees to indemnify and hold harmless the Northwestern Michigan College Foundation Board, the Northwestern Michigan College Board of Trustees, its officers, employees and agents from any and all damages, injury, loss, claims, demands, or causes of action in the event that the bidder fails or neglects to provide appropriate insurance coverage for its employees while working in performance of this contract at NMC, including but not limited to payment of any claims.
20. Any personal injury to the bidder, its successors, assigns, employees, agents, subcontractors or third parties or any property damage incurred in the performance of this agreement shall be the responsibility of the bidder. The bidder agrees to restore or make whole any loss of or damage to the property of NMC incurred during the performance of this agreement.
21. Bidder agrees to accept NMC's standard payment terms, which are Net 30. All items on the bidder's response will be itemized, and all charges and discounts shall be clearly shown.

22. All responses to this RFP become the sole property of NMC and are subject to Freedom of

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APPENDIX

NMC NEXT Current Three-Year Strategic Plan (2022-2025)

Download Here: [NMC Next: 2022-2025 Strategic Plan : Northwestern Michigan College](#)

NMC THRIVE Campus Master Plan

Download Here: [NMC Facilities Master Plan : Northwestern Michigan College](#)

NMCF Donor Impact Report June 2024

Download Here: [NMC Foundation Gratitude Report for Fiscal Year 2023](#)

NMC Community Impact Report – November 2024

Download Here: [2024 Community Report](#)