

Using the Request for Proposal (RFP) Process When It Is Time To Fundraise For Building/Rebuilding A Chapter House

Many house corporations decide to retain a professional fundraising firm to help with the development and implementation of a capital funding program. Typical fundraising campaigns can last 18 – 24 months, so it is imperative that the chosen firm is the right fit and one that your graduates will feel comfortable working with closely.

Therefore, to select the right firm for your house corporation, consider submitting a **Request For Proposal (RFP)** to several consulting firms. Ask each firm to answer a specific set of questions so that an apples-to-apples comparison is used in the selection process. What are some questions to ask every firm to answer in their proposal for services?

- What process/phases or timeline will you follow for the services that you are proposing?
- What is required (time commitment, expertise, etc.) from the House Corporation Officers and other volunteers to be most successful?
- What is the strategic advantage of hiring your firm? (Or, what is the value proposition of your firm?)
- Who from the firm will be the quarterback managing the day-to-day operations of these consulting services?
- How many years of relevant experience does the quarterback have?
- Who else from the firm will be involved? What are their years of relevant experience in conducting feasibility studies, capital campaigns, major gift fundraising, and estate gift fundraising?
- Can your firm remain committed for the full contract term to provide the proposed services?
- Can we cancel your services at any time, and if so, under what terms?
- What are the total fees for the full contract's worth of services?
- What is the payment schedule for the proposed fees?
- What expenses, if any, are not included in the fees, and is there a cap?
- Will you bill only for actual expenses with no mark-up, and only those that have been approved by the House Corporation designated officer in advance?

Running a capital fundraising campaign is incredibly time-consuming and typically takes much more time than volunteers have to give. Professional fundraising consultants have the experience and expertise to make your campaign a success. So it pays to use the RFP process to hire the best firm for you and your chapter!