

KALKASKA COUNTY  
**LIBRARY**

**Request for Proposal 2019-01**  
**Kalkaska County Library**  
**Capital Campaign Fundraising Consultant**

**Purpose**

The Kalkaska County Library Board of Trustees is seeking to engage the services of an experienced fundraising consultant (individual or organization) to advise on and coordinate the library's overall fundraising strategies and workflows. In particular, the consultant will serve as an advisor and facilitator on an ad hoc fundraising campaign committee, for the purpose of securing the necessary funds to construct a new library building.

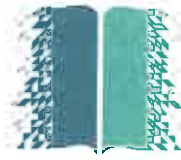
**Background**

The Kalkaska County Library serves a population of 17,263 in rural northwest lower Michigan. The 2019 operating budget is \$344,250. The library holds funds of about \$430,000, which are earmarked for expenses associated with the construction of a new library building, a project estimated to cost approximately \$8,000,000. The Board of Trustees' objective is to raise the necessary funds for a new library building through private donations, charitable foundation and governmental grants, and other non-taxpayer-related sources.

**Scope of Work**

1. In collaboration with library staff and committee officers, the consultant will evaluate the library's current donor relations and fundraising initiatives, and recommend improvements.
2. The consultant will advise on the structure and composition of a New Library Project Campaign Committee, and will serve as an advisor on said committee.
3. The consultant will provide leadership and guidance to create a comprehensive fundraising strategy, including but not limited to, timelines, prospective donor recommendations, donor database management, and staff fundraising instruction sessions.

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4. The consultant will recommend favorable grant opportunities and otherwise assist in the grants process.
5. The consultant will collaborate with the library's branding/marketing consultant, library staff, and the Strategic Planning Committee, to maximize the library's overall public relations effectiveness.
6. The consultant will provide progress reports quarterly to the Board of Trustees' Strategic Planning Committee.
7. The consultant will advise on any fundraising-related contingencies as they arise.

### **Proposal Requirements**

The Request for Proposal document is available for download at <https://www.kalkaskalibrary.org/employment-opportunities/> or interested parties may request the document by emailing John Roberts at [john@kalkaskalibrary.org](mailto:john@kalkaskalibrary.org).

Proposals should include a cover letter and any other documentation the submitter feels necessary to outline a fundraising strategy. Proposals should be emailed, in .pdf format, to [john@kalkaskalibrary.org](mailto:john@kalkaskalibrary.org), using the subject line "Fundraising Consultant, Request for Proposal 2019-01" no later than **Friday, 22 February, 2019, 6:00pm**. Proposals will not be accepted after that time.

In accordance with Section 2.1 of the Kalkaska County Library Policies, the library board has the right to accept or reject any and all [proposals] that are not in the best interest of the library.

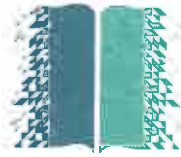
### **Evaluation Criteria**

Submitted proposals will be evaluated by the Kalkaska County Library Board of Trustees according to the following criteria:

- Demonstrated understanding of a library's particular fundraising needs, and past experience successfully fundraising in the not-for-profit sector.
- Northwest lower Michigan regional familiarity and connections to regional charitable foundations highly desirable.
- Cost effective fee-for-service or retainer structure.

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**Contact**

Questions, or to request the proposal document, should be directed to:

John Roberts  
Director  
Kalkaska County Library  
[john@kalkaskalibrary.org](mailto:john@kalkaskalibrary.org)

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