

REQUEST FOR PROPOSAL (RFP)

RFP #:	FY23-635-USA-459
Services Requested:	Campaign Readiness Assessment and Roadmap
Contract Type:	Fixed Price Contract
Issuance Date:	January 4, 2023
Deadline for Responses (Date of Receipt):	January 31, 2023, 12:00 Noon EST
Last Receipt Date for Questions:	January 20, 2023, before 12:00 Noon EST
Anticipated Award Date:	January 2023
RFP Contents and Attachments	<ol style="list-style-type: none">1. Introduction2. Scope of Work & Background3. Instruction to Bidders4. Technical and Financial Proposal Evaluation<ul style="list-style-type: none">• Annexes<ul style="list-style-type: none">➤ Attachment A- Small Business Certification Form➤ Attachment B- Proposal Cover Page➤ Disclosure 1

Corus Procurement Ethics

Corus International and its family of organizations are committed to a transparent and ethical procurement process aiming to achieve the best value for money, fairness, integrity, and doing business in compliance with the US government regulations, the beneficiaries, donors, and partners' interests.

Corus does not allow accepting any monetary transaction, gratuity, or compensation of any type from current or potential vendors or suppliers in exchange for or as a reward for a business. Therefore, all potential vendors and suppliers taking part in this solicitation must not offer fraud, bribery, or kickback to an employee or staff of Corus. Any vendor or supplier violating these standards will be automatically disqualified for doing business with Corus in the future.

A comprehensive list of Corus's ethical standards as well as information on how to report any violation pertaining to this solicitation (Corus's Integrity and Ethics Reporting Hotline) is found here: <https://corusinternational.org/ethics-and-policies-corus-international>.

1- INTRODUCTION:

Corus International is an international development organization that unites an array of nonprofit organizations and businesses, each with specialized expertise — from health to technology to economic development to emergency response. Alongside communities and local partners in fragile settings, our expert teams integrate disciplines, approaches and resources to overcome poverty and suffering for those living in the world's toughest and most difficult circumstances. Our traditional and nontraditional approaches bring together the multi-dimensional, holistic solutions needed to truly achieve lasting change.

Corus features global public health leader **IMA World Health**, international development and aid organization **Lutheran World Relief**, technology for development consultancy **CGA Technologies**, impact investing firm **Ground Up Investing**, and direct-trade company **Farmers Market Brands**

Corus is a new model in the international space, creating a consortium of specialized non-profit and for-profit entities for greater impact. Our annual budgets have ranged between \$110-150 million a year. Additional growth is expected.

Lutheran World Relief and Corus World Health are Corus' primary fundraising brands, each with their own constituency and fundraising proposition and strategy to generate the resources needed to deliver holistic solutions and harness the full power of the Corus International family.

2- SCOPE OF WORK & BACKGROUND

Timeline and Reporting:

Title or proposed position/work: Campaign Readiness Assessment

Location: Remote and Baltimore/DC

Reporting to: David Fuerst
Anticipated Start Date: February 1, 2023
Anticipated End Date: May 30, 2023
Individual/Firm or either?
Contract type – Deliverables (outlined below)

Corus International is seeking to engage qualified campaign counsel to:

Objective: Corus International is in year four of a 5-year strategy to double the unrestricted donations to the organization. We are on track to achieve this goal, and we are currently crafting the strategy that will guide us for the next five years. While continuing to grow annual giving, we seek next to explore a concurrent multiyear comprehensive campaign emphasizing asset-based, or noncash, gifts. As such, we are seeking campaign counsel to advise, prepare and possibly help train our team, with an eye toward a Fall 2023 launch. The consultancy may include a feasibility study.

Corus International has acquired 42,992 new donors in the last three fiscal years. These donors have been a result of acquisition investments in 1) Lutheran World Relief (41,374); 2) Lutheran World Relief's successful Ukraine emergency response campaign; and 3) the launch of the Corus World Health (1,618), which targets high-value donors who are not Lutheran but who are passionate about public health solutions. During that same period, the Lutheran World Relief major gift program has grown an average XX% per year and the mid-level program has grown by XX% over the same period. We have a major gift team of seven highly experienced Donor Advisors and a highly talented team of three Mid-Level Donor Advisors. We are seeking to launch a campaign that will provide the resources to fully leverage Corus' assets in providing the holistic solutions needed to solve the problem of global poverty.

A key objective for maintaining our aggressive growth trajectory is continued growth in revenue from high value donors. Corus International is seeking to develop and grow a principal gifts program. This program will target six- and seven-figure gifts. While we are seeking to launch a campaign that engages individual, corporate and foundation donors that leverage donor affinity across the Corus family of brands, we are also mindful of opportunities within Lutheran World Relief's active donor base of about 60,000.

Our successful campaign partner will help develop a roadmap that leads to a campaign that engages donors at the principal level (\$100,000 - \$1,000,00+), with an emphasis on unlocking noncash gifts. A campaign should also leverage all the assets of the current fundraising program and expand the overall fundraising capacity of Corus International.

Expected Tasks:

1. Assess internal systems, policy and procedures and propose needed adjustments and investments to successfully achieve campaign goals.
2. Assess capacity of current donor base.
3. Identify prospecting opportunities, quantify prospect needs and propose prospecting strategy.
4. Assess capacity of current fundraising and marketing teams.
5. Assess how each brand within the Corus family can be fully leveraged in a potential campaign.

Deliverables/Commodity list with specifications:

1. Written assessment of Expected Tasks (above).
2. Recommendations to better position Corus to launch a campaign.
3. Pre-Campaign Plan (assuming recommendations are in place)
4. Recommended timeline and budget
5. Gift table that represents Corus' equity with current and prospective donors and recommendations for campaign accounting.
6. Recommendations for case statement (key messaging/proposition)
7. Draft gift acceptance policy as well as binding, irrevocable gift-agreement templates.

Preferred Qualifications and Competences:

1. Proven success as campaign counsel with international relief and development organizations
2. Previous success with organizations with a multi-brand strategy
3. Expertise and success in developing prospect development and solicitation strategies
4. Proven capacity in assessing fundraising systems and developing a road map and timeline for needed upgrades

Working Conditions and other specifications:

This contract will involve travel to Corus' Baltimore and/or DC offices and remote work via Microsoft Teams or Zoom.

3- INSTRUCTIONS TO BIDDERS

RFP: This RFP constitutes an invitation to prospective Bidder(s) ("Bidder") to submit proposals ("Proposal") for the services described herein. It consists of (1) Cover Page, (2) Overview, (3) Scope of Work (4) Instructions for Bidder(s).

NOTIFICATION OF INTENT: Each prospective Bidder(s) receiving a copy of this RFP shall, within 2 days, email an intention to submit or not to submit a proposal addressed to procurement@corusinternational.org.

An open period for submitting questions will begin on the issuance date of the RFP. All questions MUST be submitted to the RFP contact email procurement@corusinternational.org no later than 12:00 noon EST before January 20, 2023.

All Proposals must be in the English language, signed and dated by an authorized employee of the Bidder. In addition to requiring documents requested, proposals can include additional items such, i.e., templates, brochures, media, etc.

In order to be considered, the proposals must be received by email to the RFP contact email procurement@corusinternational.org **no later than 12:00 noon EST ON January 31, 2023.**

Bidders are solely responsible for ensuring the timely receipt of their proposals. Proposals received after the date and time required will, generally, not be considered unless no other proposals are received.

Prospective Bidders are under no obligation to prepare or submit proposals in response to this RFP and do so solely at their own risk and expense. Corus will not reimburse any costs incurred related to this RFP.

Proposals may not be altered or corrected after the Date of Receipt, except when Corus at its sole discretion, may permit correction of arithmetic errors, transposition errors, or other clerical or minor mistakes, in cases in which Corus deems that both the mistake and the intended proposal can be established conclusively on the face of the proposal.

Proposals must be valid for at least **NINETY (90) days** from the Date of Receipt.

In evaluating the proposals, Corus will seek the **best value for money**. Specifically, proposals will be evaluated on the basis of the following:

4- TECHNICAL AND FINANCIAL PROPOSAL EVALUATION:

4.1. Technical

Evaluation Category	Rating - Points
Proven success as campaign counsel with international relief and development organizations.	20
Previous success with organizations with a multi-brand strategy	20
Expertise and success in developing prospect development and conversion strategies	10
Proven capacity in assessing fundraising systems and developing a road map and timeline for needed upgrades	10
Experience and expertise of the team assigned to the Corus account	20
Value for Money- Best Price	20
Total	100

Proposals will be examined for:

Quality of project approach proposed strategy and required resources. Campaign Experience and Results– Past experience and results, proven success in the international relief and development sector. Qualifications- Business licenses, credentials, and recognition within the sector.

4.2. FINANCIAL

The financial proposal should include a pricing structure based on experience with similar services to complete all deliverables listed above under Deliverables as part of section 2. Scope of Work & Background.

If at any time prior to award Corus deems there to be a need for a significant modification to the terms and conditions of this RFP, Corus will issue such a modification as a written RFP amendment to all competing Bidders. No oral statement of any person shall in any manner be deemed to modify or otherwise affect any RFP term or condition, and no Bidder shall rely on any such statement.

Corus may request additional information to clarify or substantiate information provided in the proposal or may request revisions to the proposed approach or personnel. After selection, Corus will negotiate the award cost with the selected bidder. A contract will be awarded after the selected Bidder undergoes a pre-award survey to assess the selected Bidder's management capacity and financial capability and after references have been checked.

Corus is not bound to accept the lowest bid or any proposal and reserves the right to accept any proposal in whole or in part and to reject any or all proposals.

Corus shall not be legally bound by any award notice issued for this RFP until a contract is duly signed and executed with the winning Bidder.

4.3. PROPOSAL OUTLINE

The Technical Proposal must include the checklist, the following sections (which must be within the page limits set for each section) and attachments.

Section 1: Cover Page	(limit of one page, use the provided form)
Section 2: Experience	(limit of two pages)
Section 3: Proposed Approach	(limit of eight pages)
Section 4: Implementation with timeline	(limit of four pages)
Section 5. Proposed Team for this Contract with Resumes	(limit of two pages)
Section 6. Organization Chart	Please provide

ATTACHMENT A. VENDOR CERTIFICATION

CHECK HERE IF NON-US BUSINESS PROCEED TO ATTACHMENT B

CHECK HERE IF US SMALL OR TRADITIONALLY UNDERREPRESENTED BUSINESS¹- MARK BELOW ALL THAT APPLIES

VENDOR NAME:

1. Vendor is or is not a U.S. based small business? (If “no” – go to question 9, and answer question 9. If “yes” – continue with question 2.)
2. At least 51% of your company is owned by (or is more than 51% of the stock or equity owned by) one or more veterans, AND are the management and daily operations controlled by one or more veterans? YES NO
3. At least 51% of your company is owned by (or is more than 51% of the stock or equity owned by) one or more service-disabled veterans, AND are the management and daily operations controlled by one or more service-disabled veterans? YES NO
4. At least 51% of your company is owned by (or is more than 51% of the stock or equity owned by) one or more LGBTQ, AND are the management and daily operations controlled by one or more minority? YES NO
5. At least 51% of your company is owned by (or is more than 51% of the stock or equity owned by) one or more women, AND are the management and daily operations controlled by one or more women? YES NO
6. At least 51% of your company is owned by (or is more than 51% of the stock or equity owned by) one or more minority (Hispanic, Black or African American, American Indian or Alaska Native, Asian, or Native Hawaiian or Other Pacific Islander people), AND are the management and daily operations controlled by one or more minority? YES NO
7. Is your company a SBA certified small, disadvantaged business? YES NO
8. Is your company a SBA certified HUBZone small business concern? YES NO
9. Are you, is your company, or any one of its principal officers presently debarred, suspended, proposed for debarment, or declared ineligible for the award of contracts by any Federal Agency? YES NO
10. What is your company’s UEI #: _____?
11. When does your SAM (System for Award Management) registration expire: _____?

¹ **Traditionally Underrepresented Business** (definition applicable in the United States): A business whose ownership (defined as having 51 percent or more of the stock or equity in the business) is composed of traditionally underrepresented groups including veterans, women, LGBTQ+, and Hispanic, Black or African American, American Indian or Alaska Native, Asian, or Native Hawaiian or Other Pacific Islander people.

ATTACHMENT B. PROPOSAL COVER PAGE

[Use this form or create one in this format]

Name of Organization:	Primary Address:
Contact Name: <i>(must be an individual with the authority to negotiate and enter into a contract)</i> Title:	Telephone: Email (at least two): Website:
Type of Entity: (check one) <input type="checkbox"/> Non-Profit <input type="checkbox"/> For Profit <input type="checkbox"/> Other (specify)	Year registered in <INSERT>: UEI # <INSERT>: REMOVE IF NOT APPLICABLE SAM Registration Status: <INSERT>: REMOVE IF NOT APPLICABLE

Authorized Signatory: _____

Name and Title: _____

Date: _____

Disclosure 1

**DISCLOSURE AND AUTHORIZATION REGARDING BACKGROUND INVESTIGATION FOR
CONSULTANT AGREEMENTS**

Disclosure

Corus International ("the Company") in the course of the standard Consultant Agreement process, will be requesting background information about you in connection with your engagement for services (including independent contractor or volunteer assignments, as applicable).

This process is conducted through our third-party vendor partner HireRight, LLC. ("HireRight") will prepare or assemble the background reports for the Company. HireRight is located and can be contacted at 3349 Michelson Drive, Suite 150, Irvine, CA 92612, (800) 400-2761, www.hireright.com.

The types of background information that may be obtained including but not limited to: terrorist watch list; national sex offender list; social security number verification; and other information.

Authorization

I hereby authorize the Company to obtain the information described above about me.

Consultant Name _____

Consultant Signature _____ Date: _____