



Request for Proposals

For Expert Fund-Raising Assistance with
Equal Opportunity Day Banquet in February 2008

June 25, 2007

The Austin Area Urban League (AAUL, www.aaul.org) is soliciting Request for Proposals (RFPs) from established individuals or firms to provide Expert Development/Fund-Raising Assistance with the Annual Equal Opportunity Day (EOD) Banquet, the organization's Signature Event, which typically occurs in the month of February. The target time frame for the next event is February 2008. The event has occurred annually for the past 30 years, and is well-known by some in the community. Average attendance has been greater than 500 persons for the dinner and awards event.

I. Mission Statement

The mission of The Austin Area Urban League, Inc. is "to assist African Americans and disadvantaged citizens in the achievement of social and economic equality." For 30 years this substantial nonprofit has served individuals in Central Texas in the areas of education, first-time homebuyer education, youth development, workforce training and career technology, ex-offender reentry, and emergency home repair. In 2007 the AAUL announced the underwriting of the AMD Music & Arts Institute at the Austin Area Urban League. Also the AAUL is celebrating 30 years of service to the community this year, having served tens of thousands of citizens in that span.

II. Purpose

The purpose of releasing this RFP is to obtain proposals/bids from experts in the area of Development Fundraising for non-profit organizations and event planning/coordination for our major fund-raiser in 2008. A reasonable amount of seed "start up" funding is available for the event. However, the vast majority of event expenses incurred, and payment for the successful proposer's services, will be derived from contributions received, and from a reasonable percentage of the net profits generated, respectively.

III. Scope of Work Desired

We seek services to include development, planning, coordination and successful execution of our AAUL 2008 EOD in order to generate in excess of \$200,000.00 in net profits, while operating within the guidelines and financial constraints of the AAUL's Board of Directors. More than event planning skills, we seek an experienced Development Fundraiser for our 2008 EOD event. There are five major objectives that the AAUL expects to achieve:

- A. Achieving Overall Financial Results
- B. Enhancing the AAUL Image through new Memberships

- C. Executing a Creative, Exciting Program
- D. Securing Underwriting for the Event
- E. Developing the Skills of an AAUL Staff Member as a Protégé for Institutional Memory

IV. Proposal Rating Factors

Proposals will be ranked most favorably according to:

- 1) The reasonableness of the approach in addressing the 5 major objectives,
- 2) Creativity
- 3) Proposer's Development Fund-Raising Past Performance,
- 4) Risk Management Philosophy,
- 5) Compliance to Proposal Format, and
- 6) Confidence in Proposer's approach to enter a Fee for Performance agreement where payment for services is based primarily on a reasonable share of net profits.

V. Proposal Format

Please submit your proposal with attention to the following format in no more than 12 pages, double spaced and at 12 point font for ease in review and comparison:

- A. Provide Company name, address, telephone number and contact person.
- B. Provide brief company history (up to three paragraphs).
- C. Brief bios of lead personnel in your proposal.
- D. Describe previous Events over the past five years that you or your firm has managed, and their results.
- E. Describe your plan for addressing each of the following areas, in the following order:
 - i. Achieving Overall Financial Results
 - ii. Enhancing the AAUL Image through new Memberships
 - iii. Executing a Creative, Exciting Program
 - iv. Securing Underwriting for the Event
 - v. Developing the Skills of an AAUL Staff Member as a Protégé for Institutional Memory
- F. In 150 words or less describe your Risk Management philosophy and approach.
- G. Clearly delineate all estimated costs by major expense category along with your proposed fee (as a percentage of net profits) and payment terms.
- H. Provide four (4) references with contact information.

V. Deadline

Deadline is 12:00 Noon on Monday, August 13, 2007. All Proposals should be submitted electronically to: Mercedes Feris, Executive Assistant to the President & CEO, at Mercedes_Feris@aaul.org by the due date and time.

VI. Contacts

For technical assistance: Mercedes Feris, Executive Assistant to the President & CEO, at Mercedes_Feris@aaul.org, or at 478.7176, ext. 231.