



# COMMUNITY ACTION AGENCY OF BUTTE COUNTY, INC.

*Helping People. Changing Lives.*

P.O. Box 6369, Chico, CA 95927-6369

---

## REQUEST FOR PROPOSALS

---

**Date**

December 6, 2024

**To**

Capital Campaign Consultants

**From**

Community Action Agency of Butte County, Inc.

**Send Proposal to:**

Tim Hawkins, Chief Executive Officer  
Community Action Agency of Butte County  
[thawkins@buttecaa.com](mailto:thawkins@buttecaa.com)

**RFP SCHEDULE**

RFP Release

Submittal Deadline for Proposal

Notice of Intent to Award (Estimate)

**DATES**

December 6, 2024

January 10, 2025, 4:59 PM

January 29, 2025

## **PURPOSE OF THIS REQUEST FOR PROPOSALS**

The Community Action Agency of Butte County, Inc. (CAABCI), has been a California private non-profit corporation since 1967. Our mission is to improve the economic security and well-being of low-income residents of Butte County and our surrounding service area through diverse housing, human service programs and community collaborations. As part of our ongoing commitment to transparency, efficiency, and financial stewardship, we are seeking proposals from qualified, experienced, and professional capital campaign consultants to assist in launching and successfully completing a capital campaign to support our mission. The purpose of this capital campaign is to raise \$2.5 million in remaining funding needed to build an additional building to expand CAABCI's North State Food Bank and provide additional investments to strategic community initiatives.

We are looking for a consultant who can provide strategic guidance and hands-on support throughout all stages of the capital campaign. The successful consultant will assist in defining campaign goals and timelines, structuring the campaign process, engaging major donors, and managing the logistics and implementation of the campaign.

This RFP is the means for prospective consultants to submit their proposals to CAABCI for the services.

---

### **Key Responsibilities of the Capital Campaign Consultant**

The selected consultant will be responsible for providing the following services:

#### **1. Campaign Feasibility Study**

- Conduct a thorough feasibility study to assess the readiness of the organization and its donors for the proposed campaign.
- Provide a report with findings, including key recommendations and a suggested timeline for the campaign.

#### **2. Campaign Planning and Strategy**

- Develop a comprehensive campaign plan, including goals, timeline, campaign structure, budget, and marketing strategy.
- Assist in identifying potential major donors and securing key leadership gifts.

#### **3. Donor Engagement and Stewardship**

- Provide guidance on developing a donor engagement plan, including identifying and cultivating key prospects.
- Offer strategies for donor recognition and stewardship throughout the campaign.

#### **4. Campaign Leadership and Staff Training**

- Support the recruitment and training of campaign leadership, including board members and volunteers.

- Provide training and coaching for staff on campaign management and donor cultivation.
- 5. Campaign Implementation and Oversight**
- Oversee the implementation of the campaign, ensuring timelines are adhered to and milestones are met.
  - Provide ongoing monitoring and reporting on campaign progress and success.
  - Offer advice and planning to support ongoing donor communications.
- 6. Post-Campaign Evaluation**
- Assist with evaluating the overall success of the campaign, including donor feedback and lessons learned for future campaigns.
- 

## **Proposal Requirements**

Interested consultants should submit a detailed proposal that includes the following:

**1. Company Overview**

- A description of your firm/consulting practice, including history, services offered, and relevant experience with non-profit capital campaigns.

**2. Experience and Qualifications**

- Provide information on your experience leading capital campaigns, including specific campaigns that align with our objectives (preferably for similar-sized organizations or in similar sectors).
- Include resumes or bios of the lead consultant(s) and any team members who will be involved.

**3. Approach and Methodology**

- A detailed explanation of how you would approach our capital campaign, including any strategies or best practices you recommend.
- Address the process of conducting a feasibility study and how you would engage our leadership and donors.

**4. Timeline**

- A proposed timeline for the entire capital campaign, from planning and feasibility through implementation and post-campaign evaluation.

**5. Budget and Fee Structure**

- A breakdown of your consulting fees, including any hourly rates, retainer fees, or project-based costs.

- If applicable, outline any additional expenses (travel, printing, etc.).

#### **6. References**

- At least three client references who can speak to your experience and success in managing comparable capital campaigns.

#### **7. Additional Information**

- Any other relevant information that you believe will help us evaluate your firm for this project.

---

#### **Submission Deadline**

Proposals must be received by January 10, 2025, on or before 4:59 PM. Late proposals will not be considered.

#### **Submission Instructions**

Please submit your proposal electronically to [thawkins@buttecaa.com](mailto:thawkins@buttecaa.com).

#### **Evaluation Criteria**

Proposals will be evaluated based on the following criteria:

- Experience and track record with capital campaigns (30 points);
- Relevance of proposed methodology to our organization's goals (20 points);
- Quality of references and past results (20 points);
- Cost-effectiveness of the proposed budget and fee structure (20 points);
- Fit with organizational culture and values (10 points).

#### **Contact Information**

If you have any questions or need further information, please contact:

Timothy Hawkins  
Chief Executive Officer  
[thawkins@buttecaa.com](mailto:thawkins@buttecaa.com)

---

**Thank you for considering this opportunity to work with the Community Action Agency of Butte County. We look forward to reviewing your proposal and to potentially partnering with you on this exciting initiative!**