



August 29, 2023

ADDENDUM NO.: Two

TO ALL OFFERORS:

REFERENCE: Request for Proposal No: RFP# DMS-1188
Dated: August 3, 2023
Commodity: Fundraising Consulting Services
RFP Closing On: September 6, 2023

Please note the clarifications and/or changes made on this proposal program:

1. Question: Is JMU able to share a summary of the proposed comprehensive campaign priorities?

Answer: We are currently developing our campaign priorities. We do know there will be a strong emphasis on scholarships, as well as several capital projects. Additionally, we just launched a big ideas proposal process aimed at informing potential campaign priorities, as well as strategic plan initiatives.

2. Question: Did JMU work with fundraising counsel for its most recent *Unleashed* campaign? Will JMU be requesting a proposal from your previous consultant(s)?

Answer: Yes, and yes.

3. Question: Can JMU share the qualities you seek in a successful partnership with a consultant?

Answer: Breadth and depth of experience in higher education fundraising, willingness to share honest feedback, knowledge about current and emerging trends.

4. Question: Has JMU established a specific budget for this project? Is JMU open to sharing the amount/range?

Answer: We have not set a specific budget.

5. Question: What is the Board's role in propelling fundraising efforts? Overall, how experienced are members in raising funds? Are there any giving expectations set for Board members?

Answer: The Board of Visitors plays an advisory role and are often helpful in opening doors and building connections. Their fundraising experience varies. There are not specific giving expectations.

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752 Ott Street, Room 1042
Wine Price Building
Harrisonburg, VA 22807
Office of 540.568.3145 Phone
PROCUREMENT SERVICES 540.568.7935 Fax

6. Question: What administrative/logistical support can JMU provide during the study (i.e., scheduling interviews, arranging local accommodations, etc.)?

Answer: JMU can take the lead in scheduling interviews and coordinating accommodations in Harrisonburg. Consultants would be responsible for securing their out-of-town accommodations.

7. Question: Is there a preference given in Virginia-based fundraising consulting firms?

Answer: No

8. Question: Benefactor Group is a certified Women's Business Enterprise through the Women's Business Enterprise National Council. Does this certification satisfy the evaluation criteria for participation of Small, Women-Owned, Minority (SWaM) Businesses?

Answer: No. Companies must be SWaM certified by SBSD in order to receive points in the evaluation process.

9. Question: Regarding Area A, under Campaign Readiness Audit, can you clarify the evaluation of donor relations and stewardship programs? Would you need philanthropic evaluation or are you seeking more of a communications evaluation, perhaps with a donor? Clarity, we are hoping to understand if JMU is looking for a stewardship evaluation, which is more about communications with donors, or perhaps a donor relations evaluation, which would be more about how the department and how the program is ran.

Answer: Communication with donors is what we would be wanting to evaluate.

10. Question: Regarding Areas B, C and D, can you confirm if you would like to see pricing for the individual services referenced or are you hoping to gain an understanding of experience and/or approach as phrased in these sections?

Answer: Both pricing and experience.

11. Question: Regarding Area C, under the public phase. Number 3, can you clarify what is meant by involvement by non-alumni constituents? Are you referencing volunteers, fundraising, or how to communicate with a specific group?

Answer: Communication an engagement of parents, friends of the university and strategies for engaging board members who are not alumni.

12. Question: Regarding Proposal Preparation and Submission, do you require an ink signature for the paper copies, or can the signature be printed?

Answer: The "original" proposal needs to be physically signed or electronically signed, not a typed signature. A photocopy of signature on the requested eight (8) copies is acceptable.

13. Question: To what extent if at all would you like the Athletic Development to be part of the campaign readiness audit?

Answer: Athletic Development would be included in campaign counting, so they should be engaged in the readiness audit.

Signify receipt of this addendum by initialing "*Addendum #2*" on the signature page of your proposal.

Sincerely,

A handwritten signature in black ink that reads "Dana Simmers". The signature is written in a cursive style with a large, looped "D" and a stylized "S".

Dana Simmers

Buyer Senior

Phone: (540-568-5113)