

**TO Prospective Supplier**

**FROM Kip Smalligan, Sr. Strategic Sourcing Specialist, Procurement Services**

**Ph 616/331-3211 Fax 616/331-3287 smalligk@gvsu.edu**

**DATE March 13, 2024**

**RE Request for Proposal #224-39  
Athletics Fundraising Study**

Grand Valley State University (GVSU) is accepting proposals for consultant services to assess our existing athletics fundraising strategy and practices, benchmark other universities and their athletic fundraising systems, and identify best practices within athletics fundraising. This information should culminate in a recommended path forward inclusive of implementation strategies to maximize fundraising results within GVSU athletics.

If you wish to provide this service, **submit your proposal by email to** [smalligk@gvsu.edu](mailto:smalligk@gvsu.edu) **no later than 5:00 p.m. EDT on April 8, 2024**. Write **RFP #224-39** in the subject line of your email. Your proposal must be received by that date and time. No telephone, fax, or verbal quotations will be accepted. GVSU is not responsible for late, lost, misdirected, damaged, incomplete, illegible, or postage-due mail.

Contact Kip Smalligan if you have any questions at 616/331-3211 or smalligk@gvsu.edu.

**Athletics Fundraising Study: RFP Instructions**

1. Proposals must be submitted by email to [smalligk@gvsu.edu](mailto:smalligk@gvsu.edu) no later than 5:00 p.m. EDT on April 8, 2024. Write **RFP #224-39** in the subject line of your e-mail. Your proposal must be received by that date and time. No telephone, fax, or verbal quotations will be accepted.   
   GVSU is not responsible for late, lost, misdirected, damaged, incomplete, illegible, or postage-due mail.
2. Should it become necessary to revise any part of the RFP, notice of the revision will be given in the form of an addendum to all prospective suppliers on record as having received the RFP. Notice will also be posted on the [Bid Opportunities web page](http://www.gvsu.edu/purchasing/bid-opportunities.htm) of the GVSU Procurement Services website [www.gvsu.edu/purchasing/bid-opportunities.htm ]. Each supplier should acknowledge receipt of addenda in their proposal on the proposal form, but the failure of a supplier to receive or acknowledge receipt of any addendum, shall not relieve the supplier of the responsibility for complying with the terms thereof.
3. If suppliers have any questions about the RFP, they may submit those no later than April 1, 2024 to smalligk@gvsu.edu. GVSU will respond to questions within two business days of receiving.
4. Grand Valley State University reserves the right to accept or reject any or all proposals.
5. Proposals should be limited to no more than 10 pages. Each proposal should be prepared simply and economically, providing a straightforward, concise description of the service, approach, and ability to meet the University’s needs as stated in this RFP.
6. Complete the Proposal Form on page 6 and 7.

7. Include all costs to GVSU in proposal. Provide a cost schedule for optional or variable costs.

8. Suppliers may be asked to make a presentation to the evaluation committee.

9. Acceptance of awarded proposal will be made by GVSU purchase order.

10. Grand Valley State University’s Michigan sales tax exempt certificate will be made available to awarded supplier if applicable.

11. Direct all questions regarding this RFP to Kip Smalligan at 616/331-3211 or smalligk@gvsu.edu.

**Background**

Grand Valley State University (GVSU) is seeking a partner to assess our existing athletics fundraising strategy and practices, benchmark other universities and their athletic fundraising systems, and identify best practices within athletics fundraising. This information should culminate in a recommended path forward inclusive of implementation strategies to maximize fundraising results within GVSU athletics.

Grand Valley’s athletics program is one of the top Division II programs in the country, winning numerous national awards and accolades. In the past twenty years, GVSU Athletics has been awarded more Learfield Director Cups (15) as the top Division II athletics program in the nation than all other schools combined. The student athletes, coaches, and leadership are committed to making the student experience top-notch and that the teams have the resources they need to be successful.

In partnership with a consulting services firm, we seek to assess our current athletic fundraising processes, learn best practices in athletics fundraising at peer institutions and develop a more robust strategy to drive increased dollars to support our athletics program. We are targeting a start date of April 2024.

**Project Objectives**

1. Meet with key stakeholders within the University’s Athletics Department and University Development Division to inventory and document current practices and procedures within GVSU athletics in fundraising with individuals, corporations, and foundations.
2. Contact five agreed upon universities to learn of their athletic fundraising practices by asking agreed upon questions that will inform Grand Valley’s efforts.
3. Research and identify best practices in athletic fundraising from proven strategies and processes as well as future trends.
4. Provide a summary of information learned from benchmarking and best practices including the top five recommendations that would include such topics as GVSU activities that currently exist we should sunset, tactics to implement to increase athletic fundraising, proposed timeline to implement changes and who all would need to be involved and consulted on changes, proposed cost to implement tactics, and any potential staffing considerations for Grand Valley to implement in athletics fundraising.

**RFP Proposal Requirements and Considerations**

1. Proposals should be limited to no more than 10 pages.

2. RFP response should include a preliminary background statement on the firm, proposed methodology - including recommended roles for the university vs. the firm – timeline for the engagement, and professional fees. Proposed interim and final deliverables must be clearly identified.

2. Assume that all documents for interviews including interview request letter, questions, and follow up, along with benchmarking outreach materials are provided by the firm hired.

3. Also assume the firm will conduct all interviews and surveys, including questions and survey instruments. GVSU would like to review the top five universities for benchmarking and co-create the list of questions to be asked of the universities.

4. GVSU will provide information on our current processes for athletic fundraising. Our expectation will be that the firm will provide value add in identifying what Grand Valley is doing well and opportunities for growth in athletic fundraising.

6. State the specific team members who will work with Grand Valley and their expertise.

7. Preference will be given to firms with experience in successful higher education athletic fundraising consulting.

8. Please provide three client references (names, contact information) for projects comparable to GVSU’s.

9. Timeline

RFP questions due: April 1, 2024 5:00 pm EDT

Deadline for any supplier questions April 1, 2024 5:00 pm EDT

RFP submission due: April 8, 2024 5:00 pm EDT

Supplier presentations: Week of April 15th

Second round (if required): Week of April 22nd

Supplier selected: Week of April 29, 2024

Project begins: Week of May 6, 2024

Report due: June 10, 2024

10. Evaluation Criteria

• Assessment of overall experience and competency with projects similar to this one such as:

* How many evaluations has the organization conducted with colleges in Division I or II on athletic fundraising? Who were the institutions? What outcomes did the company state that area similar to the objectives listed above?

• Assessment of the proposed methodology and background statement.

* Is the methodology clearly defined and understandable by all readers who may or may not have experience in athletic fundraising?
* Is the methodology appear to be logical and meet the objectives?
* References
* Costs

11. Shannon Specter, Assistant Vice President, Philanthropy, will be the primary contact with the firm hired to create efficiencies in the process and keep us on the agreed upon timeline.

**PROPOSAL FORM**

**Athletics Fundraising Study • RFP #224-39**

The undersigned certifies that to the best of his/her knowledge:

There is no officer or employee of Grand Valley State University who has, or whose relative has a substantial interest in any contract award subsequent to this proposal.

The names of any and all public officers or employees of Grand Valley State University who have, or whose relative has, a substantial interest in any contract award subsequent to this proposal are identified by name as part of this submittal.

Name(s) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The undersigned further certifies that their company \_\_\_\_ IS or \_\_\_\_IS NOT currently debarred, suspended or proposed for debarment by any federal entity. The undersigned agrees to notify the University of any change in this status, should one occur, until such time as an award has been made under this procurement action.

Supplier declares the following legal status in submitting this proposal:

A partnership

A corporation organized and existing under the laws of the State of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

An individual doing business as (DBA) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Optional) Supplier declares that company is at least 51% owned, controlled and actively managed by (check all that apply)

African-American Native American Woman/Women

Asian American Multi-Racial ADA Disabled Person(s)

Hispanic American

Supplier acknowledges receipt of the following addenda:

Addendum No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Dated \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Addendum No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Dated \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

BASE PROPOSAL\_\_\_\_\_\_\_\_ATTACH\_YOUR PROPOSAL\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_dollars

($\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

The undersigned proposes to furnish all labor, materials, equipment, tools and services required to complete the work in accordance with the proposed Contract Documents listed herein, including all addenda issued pe rtaining to same, for the sum or sums as stated, and agrees that these Documents will constitute the Contract if accepted by Grand Valley State University.

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Address City/State/Zip Code

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Office Phone No. Mobile Phone No. Fax No.

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Authorized Agent Signature Name & Title

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Witness Signature Name

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Tax Identification No. Date

VIII. ACCEPTANCE: This proposal is accepted by Grand Valley State University

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Authorized Agent Signature Name & Title

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Office Phone No. Cellular Phone No. E-mail

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GVSU Tax Identification No. Date