



Peninsula Metropolitan Park District

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Capital Campaign Consulting Services RFP

Questions & Answers

- **Question: I understand you have completed a feasibility study. Did that study give a recommendation about whether to move forward with a campaign?**
 - Yes, the feasibility provided a recommendation to move forward with a capital campaign.

- **Question: If a recommendation was made, do you want the review of the study to affirm, reject or modify that recommendation? I just want to be clear on what you are hoping the review will provide.**
 - We are looking for the feasibility study to be considered in this next phase of work, not necessarily affirmed, rejected or modified.

- **Question: Typically, the study is re-written for the campaign based on input from interviewees. Are you looking to counsel to take on that task, or do you have a writer to do that?**
 - Interviews were conducted and incorporated into the feasibility study; if the recommendation is to rewrite the feasibility study for the campaign, PenMet Parks is seeking the consultant to do that task.

- **Question: Did the study process identify potential lead donors to the campaign?**
 - Yes, the study process identified lead donors.

- **Question: Do you feel you have the donors identified to complete a successful campaign? If not, do you need additional support, such as wealth screening of your database or donor profiles to develop your prospect list?**
 - PenMet Parks found the feasibility study to be a strong step forward in completing a successful campaign.

- **Question: The RFP states that you would like a proposal and schedule and fee structure for Phase 1 only, yet you also ask for a “budget” for Phase 2. Given that the scope of Phase 2 is dependent upon completion of Phase 1, what are you looking for that budget to contain? Is it an estimate of costs that will be re-negotiated after the completion of Phase 1?**
 - We are looking for an estimate of costs, possibly a range, that would be negotiated based on information in Phase 1 and would occur at the completion of Phase 1.

- **Question: Most campaigns have a staff lead and a group of volunteers in some form of a campaign committee with counsel providing coaching, training, campaign and donor strategy. Do you have staff and volunteers to meet with donors and make the actual asks or are you looking to counsel to serve that function?**
 - PenMet Parks will have an identified staff lead and will establish a campaign committee. The consultant should recommend resources, including staff support, necessary to meet campaign goals.

- **Question: You hired counsel to conduct the feasibility study. Will that counsel be involved in the campaign in any way, or are you looking for a fresh perspective?**
 - Previous counsel will not be participating in this phase of the work.

- **Question: You mention “write and submit proposals to foundations and institutions” in Phase 2. Would you be open if I sub-contracted that to a grant writing specialist?**
 - PenMet Parks would be open to subcontracting portions of the scope of work.

- **Question: Is the feasibility study and case statement referenced in the RFP a different document from the “PenMet Community Recreation Center: Feasibility, Concept Design, and Proforma Report” on your website? If so, would it be possible to review it in advance of submitting a proposal?**
 - Yes, the feasibility study is a different document than the one found on the website. The feasibility study may be provided to consultants who are selected for an interview.

- **Question: How much time do you anticipate PenMet Parks staff being available for interviews, follow-up questions, and draft review?**
 - PenMet Parks staff will be available as necessary to support the project’s success.

- **Question: Do you anticipate the PenMet Board, the PenMet CRC Steering Committee members, and other key stakeholders (including volunteer leaders) participating in the planning process, including being available for interview?**
 - Yes, PenMet Parks anticipates there will be interest from the Board and key stakeholders to participate in the Capital Campaign.

- **Question: Can you share an organizational chart, including membership of any relevant volunteer committees?**
 - See the attached organizational chart.

- **Question: Do you have a maximum budget or do not exceed amount for the campaign?**
 - The budget is to be determined.

- **Question: How big is your existing donor base?**
 - This is the first capital campaign undertaken by the District; therefore, we do not have an existing donor base.

