



**Wyoming Agriculture in the Classroom  
Feasibility Study  
Submittal deadline: September 1, 2017**

**Introduction**

Wyoming Agriculture in the Classroom (WAIC) is accepting proposals from qualified individuals and/or companies to provide professional services for work associated with preparing and completing a funding specific feasibility study for Wyoming Agriculture in the Classroom in providing services to the rural communities of Wyoming.

**Background**

Wyoming Agriculture in the Classroom is a 501(c)(3) non-profit organization located in Cheyenne, Wyoming and wishes to further enhance its mission to develop an understanding of agriculture and natural resources through education.

Wyoming Agriculture in the Classroom is pursuing the Wyoming Stewardship Project (WSP) to address their mission. This program develops units for grades 2-5 that provides an understanding of Wyoming resources while building critical thinking skills and stewards of the state.

WAIC must now determine the feasibility of creating a stable funding source for this important work. The new information gained from a funding specific feasibility study will help WAIC pursue a responsible growth and maintenance plan for the program.

**Purpose**

WAIC seeks proposals from qualified fundraising consultants to conduct a feasibility study toward the development a long-term funding plan. The study should determine how much capital can be raised and in what duration of time. The consultant should develop a plan outlining the cost of ongoing campaign counsel should the project move forward after the initial testing phase.

**Objectives and Deliverables of Study**

The consultant will conduct a capital campaign feasibility study to determine the amount of capital that could reasonably be raised from private sector donors, individuals, and foundations in support of development of operating dollars to finish the current project and create a foundational funding source.

With support from WAIC staff and Board Members, the consultant will:

- Assess fundraising capability based upon current situation and contacts.
- Develop a compelling case for future support for presentation to perspective new donors.
- Compile a list of potential local, regional, state, and national donors.
- Present strategies for reaching new donors.
- Provide training to board members and key staff for supporting the fundraising effort.
- Provide strategies in utilizing recognition to encourage donor support.

## Objectives

- Testing of basic planning assumptions with potential donors.
  - How do potential donors view WAIC and do they see the Wyoming Stewardship Project's mission of *students gaining an understanding of Wyoming's vast resources and becoming informed citizens, capable of serving as stewards for Wyoming's future* as important enough to place on their priority giving list?
- Expansion of prospect list.
  - Develop a prospective donor list to include a balance of lead donors, major donors, private foundations, and potentially direct mail public solicitations.
  - Determining potential campaign support by assessing prospective donors and evaluating solicitation capabilities of Board Members and key staff, determine a realistic campaign goal.
- Identify other potential campaign leadership volunteers.
  - Interview potential volunteers to determine their individual solicitation capability.
- Set a realistic campaign goal.
- Determine campaign strategies.
  - Identify strengths and weaknesses with respect to attaining the campaign goal.
  - Propose strategies for implementation.
- Develop a plan for soliciting individuals.
- Using information gained through confidential interviews between consultant and donor prospects; design a step-by-step strategy for engaging individuals and securing generous priority gifts.
- Prepare a written fundraising campaign plan.
- Utilizing all information gathered through a variety of methods including those listed above, compile a comprehensive and detailed recommendation for meeting the campaign goal, along with an estimate of cost.

## Deliverables

Utilizing various methods, including those listed above, inventory assets, challenges, and opportunities related to the campaign.

- Case for Support. Provide documentation and precedent in support of the proposed strategy.
- Donor Prospects and Volunteer Prospects Lists: Within the lists, identify priority prospects across a full and diverse range of donor and solicitation levels.
- Campaign Plan: Outline a capital campaign plan that includes time and dollar goals, prioritized donor segments, recommended solicitation strategies and tools for training volunteers and staff, campaign pyramid anticipating segmented goals from lead donors, major donors, private sector, foundations, etc.
- Campaign Refinement: After delivery, refine the campaign plan considering input from key staff, Board Members and solicitation volunteers.

## **Proposal Requirements**

If you choose to respond to this RFP, please prepare singled sided, 8.5 inches x 11 inches format, and limited to 20 pages. The proposal should include the information listed below:

- Project understanding
- Project approach
- Project timeline

- Estimated fee for feasibility study
- Estimated fees and expenses for ongoing campaign counsel
- Three consultant or firm references: campaign experience in past two years including amount raised
- Proof of Liability Insurance
- Resumes of key team members

### **Schedule**

- Issue Request for Proposal: August 1, 2017
- Questions from potential consultant accepted through: August 25, 2017
- Response to questions from issuer: August 8-28, 2017
- Proposal due at: 9:00 am September 1, 2017
- Evaluation process: through October 1, 2017
- Interviews conducted with finalists: Throughout October 2017
- Announce decision: November 10, 2017
- Completion of consultant background check, confidentiality agreement and non-compete agreement November 30, 2017
- Begin work: December 1, 2017

### **Questions and Submissions**

Questions and proposal submissions should be directed to Press Stephens, development committee member at [press@efwy.org](mailto:press@efwy.org).

Wyoming Agriculture in the Classroom reserves the right to reject any or all proposals, to waive formalities, and to accept any proposal, which is in the best interest of WAIC. The Request for Proposals does not bind WAIC to award a contract or pay costs incurred by proposing firms. All proposals shall become the property of WAIC. WAIC reserves the right to cancel, in part or its entirety, this request.