



The Promise of Community Action

Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.

Community Action Partnership
of San Bernardino County

696 S. Tippecanoe Avenue
San Bernardino, CA 92408-2607

(909) 723-1500
(800) 635-4618
(909) 723-1508 TTY

www.capsbc.org

August 6, 2014

Dear Event Planner:

Community Action Partnership of San Bernardino County (CAPSBC) is pleased to issue this Request for Proposal for an Event Planner for our upcoming Community Recognition Banquet. The event is scheduled for May 15, 2015 in San Bernardino, CA.

CAPSBC has been active in San Bernardino County since 1965, and has assisted many residents over the years through innovative services designed to help people help themselves during difficult economic circumstances. This event will be an opportunity to showcase those individuals who have improved their lives through CAPSBC programs, and to recognize volunteers and community members who have given selflessly over the years to aid their fellow citizens.

The deadline for submission of a proposal is **Friday, August 29, 2014**, before 5:00 p.m. If you have any questions or require further information, please contact Marlene Merrill, Public Information Specialist at (909) 723-1517. Her email address is mmerrill@capsbc.org.

Sincerely,

Patricia L. Nickols-Butler
Chief Executive Officer

Enc.



**COMMUNITY ACTION PARTNERSHIP OF
SAN BERNARDINO COUNTY (CAPSBC)**

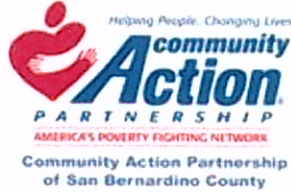
**REQUEST FOR PROPOSALS
FOR
EVENT PLANNING AND
FUNDRAISING SERVICES**

**DUE DATE FOR MANDATORY SUBMISSION:
AUGUST 29, 2014, 5:00 P.M.**

**DR. JOSHUA BECKLEY, BOARD CHAIRMAN
PATRICIA L. NICKOLS-BUTLER, CEO**

**CAPSBC ADMINISTRATIVE OFFICE
696 S. TIPPECANOE AVE.
SAN BERNARDINO, CA 92408
(909) 723-1514**

Community Action Partnership of San Bernardino County



Event Planning for *May 2015 CAPSBC 50 Year Anniversary Fundraising Gala*

REQUEST FOR PROPOSAL FOR EVENT PLANNING & FUNDRAISING SERVICES

Community Action Partnership of San Bernardino County ("CAPSBC") invites you to submit a proposal for the planning and implementation of its 2015 Annual Fundraising Gala. The 2015 Gala will be a celebration of CAPSBC providing 50 years of service to San Bernardino County residents. The Agency will evaluate all proposals submitted and select the successful bidder from the contents of the proposal based on the following criteria:

- Event Planning and Fundraising Experience
- Project Approach
- References
- Timelines

Bidder must submit (1) one copy of their proposal by Friday, Aug. 29, 2014, prior to 5:00 p.m. Copies must be delivered to the Agency's Public Information Specialist. An electronic copy in lieu of hardcopies is acceptable, and must be submitted by the deadline to: mmerrill@capsbc.org.

Address any questions regarding the RFP to:

Marlene Merrill
Public Information Specialist
Community Action Partnership of San Bernardino County
696 S. Tippecanoe Ave.
San Bernardino, CA 92408
E-mail address: mmerrill@capsbc.org
Phone: 909-723-1517

Your proposal should be as concise and responsive as possible to the Agency's needs as outlined in this RFP.

CAPSBC 2015 Gala

STATEMENT OF QUALIFICATIONS FORMAT:

The following is the format that is to be used in your proposal. Please respond to the inquiries in this order.

- A. **Cover Letter** – Letter of interest in this project.
- B. **Experience** – List events similar in scope and size your firm (under its present name) has completed within the last 2 years. Highlight any events that were fundraisers and indicate whether the event achieved fundraising targets.
- C. **Personnel** – Provide an organizational chart showing the project team, including any firms you propose to subcontract with. Include brief resumes of all individuals that will be utilized on this project. Indicate the personnel that are employees of your firm and those that will be utilized on a subcontract basis.
- D. **Project Approach/Vision** – Describe procedures, systems-in-place and strategies that your firm will employ that will help ensure that this project will be successfully completed on time and within budget. Discuss your approach to advertising, marketing and promoting this event. Discuss the breadth and quality of your mailing list, and how you will help CAPSBC enhance its existing mailing list.
- E. **References** - Provide a minimum of three (3) references, including name, address and telephone number of the persons who will attest to your performance.
- F. **Fees** – Please submit your bid proposal fee for services based on the scope of work outlined here and your project approach. CAPSBC will pay a flat rate for services to the winning bidder.

CAPSBC 2015 Gala

PROGRAM STATEMENT

GENERAL PROGRAM:

CAPSBC shall host a May 2015 Gala. The fundraising goal is \$85,000

The objectives of this event are:

- To earn unrestricted revenue for the Agency;
- To raise the profile of the Agency and the work performed in the Community;
- To invite the community to become a supporter and donor of Community Action Partnership

CAPSBC will solicit sponsorships and sales of program advertisements for this event. Individuals and organizations will also be able to purchase tickets for the event. The target number of guests for the event is 350-400.

Entertainment, no-host bar, sit down dinner, keynote speaker presentation, Community Action Legacy Awards presentations, a live auction and raffle prizes are slated to take place during the evening what is mainly designed to be an elegant fundraising Gala as well as an opportunity to highlight the agency and honor humanitarian efforts in the community.

CAPSBC 2015 Gala

SCOPE OF SERVICES / ASSUMPTIONS

1. Event Planner/Fundraiser will work with the CAPSBC Gala Planning Committee* to reach the revenue fundraising goal of \$85,000.
 - Committee Work
 - i. Develop and maintain a program plan with timeline and cost estimates;
 - ii. Develop a set of action items with due dates and responsible parties;
 - iii. Coordinate a planning meeting schedule;
 - iv. Attend planning committee meetings, set meeting agendas, facilitate meetings, provide recaps and updates of action items;
 - v. Monitor progress and ensure established timelines are met
 - Event Management
 - i. Help prepare, review and update event budget;
 - ii. Assist in negotiation rates for event needs; rates for number of guests, per meal costs
 - iii. Assist in identifying and securing entertainment/keynote speaker;
 - iv. Manage the process for selecting Community Action Legacy awards;
 - v. Oversee and produce short videos on awardees and procure award trophies;
 - vi. Manage pre-event publicity;
 - vii. Manage printing, mailings (save the date, invites, program, posters, banners)
 - viii. Tracking of RSVP
 - ix. Help prepare and execute payments to vendors;
 - Sponsors/Donors:
 - i. Help identify and secure the sponsorships;
 - ii. Help organize and secure sales targets;
 - iii. Enhance and expand current mailing list/database with additional contacts for fund development;
 - iv. Help track/manage monetary receipts from sponsors;
 - Event Night
 - i. Help develop the event night program plan with timelines (run of show);
 - ii. Oversee day-of-event activities;
 - iii. Manage the registration table
 - iv. Collect/track supporter, donor information
 - v. Work with staff and board regarding VIP arrivals and seating info
 - vi. Assist staff manage the event night program/run of show
 - Post-Event/Follow-Up
 - i. Prepare final report;
 - ii. Provide all donor/supporter data collected
 - iii. Send out thanks you letters to event sponsors
- * An ad hoc committee of the Board of Directors made up of board members and staff will assist in the planning and implementation of the event. All decisions involving a commitment of the Agency are subject to the approval of the CEO and/or Board of Directors.
2. The successful bidder will be required to sign a consulting agreement, provide evidence of liability insurance, a business license and/or other form of business identification.
3. CAPSBC proposes to pay a flat fee for services to the winning bidder, please submit your bids for services accordingly.

CAPSBC 2015 Gala

EVALUATION

The following evaluation procedure (along with tentative dates) will be employed:

1. Receipt of Proposals *August 29, 2014, 5 pm*

Proposals received after the deadline will not be considered. Proposals that are not responsive to the requirements of the RFP will not be considered.

2. Review and Appraisal *September 1, 2014*

Proposals will be evaluated based on an objective review of the information provided in the statement of qualifications, sections B through F. In particular, the project approach and vision for this development are of paramount importance.

3. Selection Recommendation *September 16, 2014*

Based on the proposal review candidates will be ranked according to a compilation of scores. The proposal receiving the highest score will be recommended for approval to the CEO and Board of Directors.

4. Notification *September 19, 2014*

Notification of results will follow final decision.