

Issued August 5, 2010



Contract Opportunity
REQUEST FOR PROPOSAL: Special Event Planner/Fundraiser

September 2009-May 2010

Cesar E. Chavez Foundation/National Farm Workers Service Center

Contact Person: Justine Barron, Director of Development
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The Cesar E. Chavez Foundation and the National Farm Workers Service Center (Hereafter “The Foundation”) seek a contracted Event Planner/Fundraiser to assist with our annual gala event which will take place near Chavez Day (March 31, 2010) in Phoenix, AZ.

1. Organizational Background

In 1993, Cesar's family and friends established the Cesar E. Chavez Foundation to educate people about the life and work of this great American civil rights leader, and to inspire individuals and communities to carry on his values and timeless vision for a better world through the Chavez Day of Service and Learning and a range of programs. The organization has achieved its mission through school-based programs, leadership development, community events, and cultural awareness and preservation that promote Cesar’s legacy and core principles.

The mission of NFWSC is to enrich and improve the lives of farm worker and Latino families by meeting their essential human, cultural, and community needs. Founded in 1966, by Cesar Chavez and Dolores Huerta, NFWSC was initially conceived to serve the meet the social service and health needs of farm workers across the United States. Meeting these needs would help Chavez and his fellow organizers build something more than a labor union: it would help establish a movement. Since then, the organization expanded to meet the changing needs of working families and Latino communities and has excelled as a community leader throughout our five-state area - Arizona, California, New Mexico Texas, and Washington. Today, NFWSC, a 501(c) 3 non-profit organization, offers working families programs and services that address important community issues, such as affordable housing, public education through our communications network, and the quality of student education.

In 2009, these organizations have merged into one entity, which reflects and advances the life and work and Cesar Chavez throughout the homes, schools, communities, and media of Latinos, working families, seniors, and others in the communities we serve.

Event: For six years, the Cesar E. Chavez Foundation has held a fundraising event in Phoenix. Last year, we held our first dinner event, to great success. More than 850 guests were in attendance. Our plans for this year are to build on our success so far and increase sponsorships, visibility, and impact. We also want to ensure that the new event celebrates the mission, programs, and community partners of our new expanded organization.

2. Request for Proposal

The Foundation requests bids from experienced individuals, agencies, or teams acting as the Event Planner/Fundraiser to organize, manage, and raise sufficient sponsorship for our annual dinner, working closely with our local Fundraising Board, the organization's Development team, and our staff and volunteers.

The individual or team acting as the consultant will play the key organizational role for the Event. S/he will be responsible for ensuring that all the key people and events come together in a smooth and effective way, including planning and strategy, helping to secure high-profile guests, securing sufficient sponsorships, public relations/media outreach, and executing a high-quality event.

In addition, the Consultant will be charged with a variety of pre-event activities that will help bring local awareness of the event and increase its impact. This will be particularly important as the two agencies are in the midst of a merger, and it is important that the community/stakeholders understand the newly merged agency. These activities include: assisting with developing and disseminating a newsletter/website, utilizing social networking and other Internet tools to build an online presence and begin solicitations (eg, online raffles, etc.), and smaller-scale events such as cocktail receptions/art openings.

Working with a team, attention to detail, vision and strategy, excellent communications and people skills, strong organization, and good correspondence skills are important. Special event coordination, nonprofit solicitation, and advanced computer literacy are essential. Knowledge of the Phoenix nonprofit, corporate, and other sectors are also helpful.

3. The Work

The Contractor will work closely with the Development Director and local Fundraising Board to achieve the following deliverables.

Dinner Event

- Development of budget and work plan/calendar, with anticipated revenue/expenditures and a calendar of activities/goals.
- Assistance with strategic planning (eg, theme, honoree, VIP guest(s), media, auction/raffle, speaking and event program, pre- and after-parties, etc.)
- Assistance with planning and creating sponsorship packages.
- Securing/increasing sponsorships.

- Overseeing meetings with Fundraising Committees and issuing/monitoring assignments.
- Recruiting and overseeing volunteers.
- Planning and executing event logistics, including securing venue, catering, lodgings for guests, registration, auction, VIP area, seat placements, etc.
- Overseeing communications with sponsors/media/other stake-holders.

Other Fundraising/Outreach (Pre-Event):

- Assisting with sharing information and securing involvement via email, website, social networking, etc.
- Working with our excellent staff team on planning and implementing smaller scale lead-up events, including Free Friday- related events, house parties, cocktail receptions, raffled events/activities, etc.

Candidates must be available to begin work on this event effective September 1, 2009.

4. Ongoing Communications and Progress Reports

Regular updates and written reports will be provided to the Director of Development to schedules to be agreed upon.

5. Development Principles

The Contractor will:

- ◆ Ensure that the core values of the organization and Farm Workers Movement are consistently represented
- ◆ Ensure that materials, activities and general design are appropriate for both English and Spanish audiences as required;
- ◆ Promote transparency and openness in sub contacting services and materials, including declaration of any interests in or agreements with any supplier of services or materials; and
- ◆ Work with staff to ensure that the Event is carried out with a balance budget or surplus.

The contractor will have the overall responsibility for ensuring that the planning and events meet the goals outlined by the organization.

6. Proposal Guidelines

Submissions of 3 to 7 pages include but are not limited to, the following components:

- ◆ Example of a similar or suggested Work plan: Full details describing the general approach or development strategy, activity plans with time frames and explanations of how the RFP requirements will be achieved;
- ◆ Description of the contractor's work in related areas;
- ◆ Clear evidence of an understanding of the goals and challenges of our event;
- ◆ Contractor/team profile: An overview of the team's services and relevant experience;
- ◆ Team references: Three relevant references;

- ◆ References should include client name, contact person, phone number, project description, project duration and results; and
- ◆ Project Costing: A comprehensive breakdown of the Contractor's fees for services. We are willing to consider different fee schedules (flat rate, monthly commission, bonus, etc.).

As supplements to the allotted response, submissions may include a sample of previous work with related references.

7. Proposal Logistics

Deadline for the bid is **August 20, 5:00pm Pacific Standard Time**, although proposals will be accepted before that date.

Submit via email as an attachment to Justine Barron, Director of Development, at jbarron@nfwsc.org.