

Request for Proposals (RFP)

Vision Brookings 2032 – Fundraising Consultant Services

Vision Brookings is a volunteer organization that enables private organizations and citizens to invest in game-changing initiatives that accelerate growth and prosperity in the Brookings area.

Vision Brookings works in multi-year fundraising cycles to align community priorities with catalytic investments. The next campaign- Vision Brookings 2032, will build on this model and is anticipated to begin active planning in 2026, followed by a silent phase in 2027 and a public launch later that year. Vision Brookings anticipates a campaign goal in the range of \$3.5- \$5 million, supporting catalytic economic and community development initiatives.

Vision Brookings is seeking a fundraising professional or firm with experience in community-based campaigns to support this next phase of work. This application is intended to be informal and conversational, allowing interested consultants to share their background, approach, and interest in partnering with Vision Brookings.

Submissions will be reviewed by the Vision Brookings leadership and Board, with selected applicants invited to continue the conversation through an interview and discussion of potential services.

Anticipated Campaign Timeline

- 2026: Campaign planning and readiness
- Early 2027: Silent phase
- Late 2027: Public campaign launch

Proposal Submission Requirements

Deadline to Submit Proposal: March 15, 2026

Submissions must include:

- Completed proposal addressing all sections outlined in this RFP
- Brief letter of interest
- Resume or qualifications summary highlighting relevant fundraising experience

Proposals should be narrative in nature. Vision Brookings prefers thoughtful, concise responses over highly technical proposals.

1. Experience with the Brookings Region

Describe your familiarity with the Brookings region or your experience working in communities of similar size, structure, or economic profile. This may include work in Brookings, Brookings County, eastern South Dakota, or comparable community-based settings.

If you do not have direct Brookings experience, describe how you approach building relationships and understanding community context in new regions.

2. Fundraising and Campaign Experience

Share examples of recent or relevant fundraising campaigns in which you have played a significant role. For each example, include:

- Type of campaign (capital, comprehensive, multi-year, etc.)
- Community or sector served
- Your role and level of involvement

3. Campaign Approach and Partnership Philosophy

Vision Brookings views fundraising consultants as strategic partners working alongside staff leadership, board members, and volunteer campaign leadership.

Please describe:

- Your general approach to community-based fundraising campaigns
- How you work with boards, staff, and volunteer leaders
- How you adapt your approach to align with an organization's culture and values

4. Potential Role in the Vision Brookings 2032 Campaign

Describe how you would approach supporting a community-based campaign with a goal in the range of \$3.5–\$5 million.

A. Campaign Strategy:

- Structuring a campaign of this size in a community like Brookings
- Preliminary thoughts on feasibility, investor segmentation, leadership engagement, or pacing

B. Role & Scope:

Indicate how you typically support clients in:

- Investor fundraising feasibility
- Goal setting and fundraising strategy
- Campaign administration and tracking

C. Collaboration with Vision Brookings Leadership:

Vision Brookings anticipates that internal staff leadership will support campaign coordination and investor engagement. Please describe:

- How you integrate with existing staff and volunteer leadership
- Responsibilities handled internally versus by your firm

5. Availability and Capacity

Describe your anticipated availability and capacity to support the Vision Brookings 2032 campaign during the planning, silent, and public phases.

If applying as a firm, include:

- Proposed lead consultant
- Additional team members

- Description of each individual's role and relevant experience
- Expected level of involvement

If applying as an individual consultant, describe any strategic partners or subcontractors you typically engage.

6. Fee Structure (High-Level)

Vision Brookings anticipates engaging a consultant through a fixed base fee structure appropriate for a campaign targeting a fundraising goal of \$3.5–\$5 million.

The Board is open to discussing the potential inclusion of a performance-based incentive component, tied to mutually defined campaign milestones or engagement benchmarks. The structure and scale of any such component would be determined collaboratively following further discussion.

Please describe your typical fee structure for campaigns in the \$3.5- \$5 million range and how you approach structuring base compensation and incentive opportunities.

Fee information at this stage is intended to be high-level and non-binding.

7. Submission Instructions

Submit your proposal electronically in PDF format to: stephanie@brookingsedc.com

Use subject line:

RFP Submission – Vision Brookings Fundraiser Consultant – [Your Name]

Questions

Questions regarding this RFP may be directed to:

Stephanie Mason

Business Development Director

Stephanie@brookingsedc.com

Questions regarding the Vision Brookings 2032 campaign may be directed to:

Carla Gatzke

Board President

carla.gatzke@daktronics.com

Next Steps & Selection Process

Applications will be reviewed by Vision Brookings leadership and the Board of Directors using a Consultant Scoring Rubric, below.

Following initial review, a short list of applicants may be invited to participate in an interview and discussion with Board leadership. Interviews will focus on campaign philosophy, strategic alignment with a \$3.5–\$5 million fundraising goal, and partnership approach with Vision Brookings staff and volunteer leadership.

Selected finalists may be asked to provide a refined scope of services and fee discussion based on feedback from the interview process.

Vision Brookings anticipates making a consultant selection in Spring 2026; however, the organization reserves the right to modify the timeline or process as needed to ensure the best long-term partnership for the Vision Brookings 2032 campaign.

Consultant Scoring Rubric:

Category	Description	Max Points
Relevant Experience & Past Performance	Demonstrated success delivering comparable fundraising campaigns including economic development or community-based capital campaigns, documented outcomes, and strength of references.	25
Campaign Strategy & Methodology	Quality, clarity, and customization of proposed campaign approach including feasibility, donor strategy, implementation plan, and timeline.	20
Understanding of Vision Brookings & Community Context	Demonstrated understanding of organizational mission, campaign priorities, community partnerships, and rural/regional philanthropic environment.	15
Local & Regional Connections	Existing relationships, familiarity with regional donor landscape, and demonstrated ability to build credibility and trust within the Brookings and Upper Midwest region.	15
Fee Structure & Value	Transparency, competitiveness, and alignment of cost with proposed services and deliverables, including reimbursable expenses and overall value.	15
Project Team, Capacity & Collaboration Approach	Qualifications of assigned personnel, staffing capacity, clarity of team roles, and demonstrated communication and facilitation abilities.	10