

**Alabama Department of Insurance
REQUEST FOR PROPOSALS
for
Fundraising Services for Strengthen Alabama Homes
RFP Number: SAH-2018-001**

Response Deadline: 3:00 PM CENTRAL TIME ON JANUARY 12, 2018

1. Background:

In 2011, the Alabama State Legislature established the Strengthen Alabama Homes Act. The Act was designed to help Alabama homeowners improve their homes with updated building modifications that reduce property damage caused by hurricanes or other catastrophic windstorm events. By strengthening a home against wind damage, the homeowner may qualify for significant homeowner insurance premium discounts.

When funds are available, the Alabama Department of Insurance (DOI) offers financial assistance to qualified homeowners to assist in the cost of retrofitting their homes. Through Strengthen Alabama Homes (SAH), the DOI intends to raise needed funds for this program through professional fundraising.

The DOI seeks the assistance of an organization or individual who has a proven track record in the ability to conduct capital campaign planning studies, as well as to develop and execute a campaign plan.

SAH has focused on residents of Baldwin and Mobile County with a primary residence in those counties for consideration of grant funding. The home must be in good repair and the homeowner must have an in-force homeowners' insurance policy (as well as flood insurance if they are located in a special flood hazard area) before the grant will be paid. The grant amount issued for this program will cover 100% of the cost of the mitigation up to \$10,000.

More information on the program can be located at: <https://strengthenalabamahomes.com/>

2. Purpose and Scope:

The DOI and SAH are seeking a seasoned fundraiser with a demonstrated track record in securing funding for governmental agencies and other entities. Neither the DOI nor SAH will reimburse any Respondents for the cost of preparing and/or submitting a response to this Request for Proposals.

It is expected that the selected fundraising consultant will:

- Develop and identify key prospects and communications groups
- Conduct interviews with key prospects
- Determine a realistic campaign goal as a recommendation for the DOI and SAH
- Conduct interviews with key communications groups
- Determine campaign plan and calendar
- Develop and manage a capital campaign plan
- Manage campaign prospect identification and evaluation
- Develop campaign materials
- Conduct prospect calls and follow-ups

3. Schedule and Deadlines (dates subject to change):

DOI and SAH would like to conclude the campaign by March, 2020. The preliminary schedule for the campaign itself is:

January-February 2018	Consultant Selection
February-March 2018	Contract Negotiation and Execution
April 2018	Feasibility Study/Campaign Plan
May 2018	Campaign Launch

Deadlines for the RFP are as follows:

Issuance for Request for Proposals	December 8, 2017
Deadline for Written Questions	December 22, 2017
Answers to Written Questions Posted on DOI Website	December 29, 2017
Deadline for Proposal Responses	3 p.m. Central Time, January 12, 2018

4. Proposal Subject Matter Content:

The proposal must be responsive to all requirements set forth in this RFP and prepared in the form described in Section 7. A proposal determined by DOI to be non-responsive shall be rejected and shall not be considered for a contract award.

Respondents must address the following topics in their response. Please limit the proposal narrative to 20 pages (not including staff resumes and budget narrative).

4.1. Experience of the firm: Structure, areas of expertise, time in business and other information that helps to characterize the firm.

4.2. Experience of staff who will work on this campaign: Provide professional resumes for the key people to be assigned. Include those of consultants (and designate them as such in the response). Describe the relevant experience of the personnel to be involved in the project. Describe proposed responsibilities of key people. Identify the person who would be the primary contact point. Provide an organizational chart of the project team.

4.3. Experience in similar projects: Briefly describe five recent projects executed by the firm to demonstrate that the Respondent has experience relevant to the proposal. List relevant clients for whom the firm has performed similar work in the past five years. For each project listed, provide the name, address, and a contact name of the client's representative who can be contacted regarding the firm's performance. Include the name of the lead firm in cases where the firm worked in partnership or in an auxiliary capacity.

4.4. Proposed campaign strategy: Provide a narrative description of how the firm proposes to execute the project. Descriptions of experience with similar projects that demonstrate effective work are welcome as are brochures that would help evaluate your firm. Submit a statement on why you believe your firm is best qualified to carry out the project.

4.5. References from at least three clients. Provide a contact name, address, phone and email along with a brief description of the services provided.

4.6. Budget narrative: A proposed budget outlining costs for the services should be provided separately listing the breakdown of scope of services and an itemized cost of services by task.

4.7. Other information: The proposal may contain such information not specifically required by this RFP as the Respondent may elect to submit for the DOI's consideration. Please note that any additional information provided will be included in the 20-page narrative limit.

5. Proposal Selection:

Proposals will be evaluated and scored by representatives of the DOI and SAH in their sole discretion based on the following criteria:

- 1) Experience and Qualifications:** 30 points
- 2) Experience with SAH or similar programs:** 20 points
- 3) Proposed Campaign Strategy:** 20 points
- 4) Budget/Costs:** 30 points

The Scoring Committee may or may not choose to conduct telephone, online or in person interviews. Following proposal scoring, the top ranked firm, including the staff to be assigned to this campaign, will be expected to travel to Montgomery, Alabama, at its expense for an interview. Upon selection of a finalist, DOI and SAH will enter into contract negotiations. Please note that not all contract terms and conditions will be negotiable due to state requirements. If these negotiations fail, the DOI will proceed with contract negotiations with the firm scoring second, and so on. Unsuccessful respondents will be notified as soon as possible.

6. RFP Questions and Responses:

Prior to contract award, the Respondent or Respondent's agent shall not contact other DOI employees regarding this RFP. Following the award, DOI will designate a contract administrator to whom requests for information concerning the RFP or awarded contract should be directed.

Respondents must submit any questions about the RFP **in writing** to Reyn Norman, General Counsel, by mail, facsimile, or e-mail to Reyn Norman, General Counsel, Alabama Department of Insurance, Post Office Box 303351, Montgomery, Alabama 36130-3351, or by facsimile at (334) 240-7581, or by e-mail to Reyn.Norman@insurance.alabama.gov by December 22, 2017. DOI will respond to these written questions in two ways: (1) DOI will fax or e-mail its response to all potential respondents that submit a fax or e-mail request for such a response; and (2) DOI will post its response on the DOI website as an amendment to the RFP posting. DOI will not mail any responses. DOI will make every reasonable effort to post, e-mail and fax responses by close of business on December 29, 2017.

7. Technical Requirements and Specifications for RFP Responses:

7.1. Identification. The proposal must contain: the Respondent's correct name; mailing address; physical address if different from the mailing address; telephone number(s); facsimile number(s); electronic mail address(es); Federal Employer Identification Number if Respondent is a business entity, or Social Security Number if Respondent is an individual or sole proprietorship.

7.2. Contact Persons. The proposal shall contain the names, titles, telephone and facsimile numbers, and electronic mail addresses of not less than two (2) individuals designated as the Respondent's contact

persons for purposes of the proposal. Each designated individual must be authorized to respond to questions from DOI.

7.3. Authority to transact business. If the Respondent is a non-Alabama business entity, the proposal shall affirmatively state that the Respondent has qualified or registered, as appropriate, through the Alabama Secretary of State to transact business in Alabama as of the proposal date.

7.4. Cancellations. The proposal must provide a list of all contracts that Respondent executed or accepted for examination services within the two (2) years preceding the proposal date and that were canceled or terminated by any state agency or other entity prior to completion. If applicable, the proposal must include a detailed explanation for each such cancellation or termination and the final resolution of the matter. The proposal must include the names, telephone and facsimile numbers, and electronic mail address of each such agency's or entity's contact individual with knowledge of the cancellation and the reasons for the cancellation.

7.5. Administrative action; litigation. The proposal must specify whether during the three (3) years preceding the proposal date, the Respondent, including any parent or subsidiary business entity and/or office location, has been involved in any administrative proceeding or litigation with any federal, state, or governmental entity. If applicable, the proposal must set forth the style and case number of the proceeding, the jurisdiction in which the proceeding is or was pending, a description of the issues, and a description of the resolution or current status if still pending as of the proposal date.

7.6. Conflicts or Potential Conflicts of Interest. The proposal must identify any conflicts or potential conflicts of interest of Respondent or Respondent's employees who will or may provide services under any contract resulting from this RFP. The proposal must acknowledge that Respondent possesses the necessary independence in the provision of Services under the contract notwithstanding any disclosed existing or potential conflicts of interest.

7.7. Financial disclosure. The proposal must include a properly completed and executed disclosure statement required pursuant by Ala. Code §§ 41-16-80 et seq. (2001). The disclosure statement form is accessible on the website of the Attorney General of Alabama at:

<http://www.ago.alabama.gov/Documents/File-AL-Vendor-Disclosure-Statement.pdf>.

7.8. Compliance with Immigration Law. If awarded a contract, the Respondent will be required to submit a properly completed and executed copy of the "Certificate of Compliance with the Beason-Hammon Alabama Taxpayer and Citizen Protection Act" and provide complete documentation of E-Verify enrollment. Information regarding these requirements can be accessed from the Website maintained by Alabama's Immigration Information Center at <http://immigration.alabama.gov>.

7.9. Warranties. The proposal shall include the following:

7.9.1. Respondent warrants that neither Respondent nor any person or entity that will participate financially in the contract has received compensation from DOI for participation in preparation of the RFP and any resulting contract.

7.9.2. Respondent warrants that it has not given, offered to give, and does not intend to give at any time hereafter, any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor or service to any public servant or employee in connection with this RFP and any resulting contract.

7.9.3. Respondent warrants that it is not currently delinquent in the payment of any taxes owed the State of Alabama.

7.9.4. Respondent warrants that neither Respondent nor anyone acting for Respondent has directly or indirectly communicated Respondent's proposal or the contents thereof to any

competitor or any other person engaged in the type of business described in this RFP, has colluded or conspired with any other respondent in devising proposals in response to this RFP, or has otherwise violated the antitrust laws of Alabama or the Federal antitrust laws in connection with the Respondent's proposal.

7.10. Claim of protection for proprietary information/Public Record. Proposals will become a public record. To the extent a Respondent deems any specific portion of its proposal to include a "trade secret" as defined in Ala. Code § 8-27-2(1), such portion(s) shall be clearly identified. Said designation shall not be binding on the DOI however the DOI will review and consider the designation. Wholesale designation of a proposal or substantial parts of a proposal as "trade secrets" shall not be accepted by DOI. All proposals in response to this RFP become the property of DOI. Except as to portions of a proposal designated as containing "trade secrets," which designation has been accepted by the DOI, all proposals and any resulting contract(s) are public records and subject to review by the public upon request.

7.11. Submittal letter. The first page of the proposal must be a submittal letter signed by the Respondent, if an individual, or by an authorized representative of a Respondent business entity, which includes the following:

The representations and information in this proposal are true and correct as of the date of this proposal. The submitting person or entity represents that it is ready and able to execute a contract if a contract is awarded based on this proposal. This proposal shall remain firm and be valid through the date of the contract resulting from this RFP if awarded. The submitting person or entity understands that some terms in DOI's contract form are not negotiable and cannot be revised.

The undersigned represents that the only person or persons, entities, or parties interested in the proposal as principals are named in this proposal. This proposal is made without collusion with any other person, persons, company or parties submitting a proposal. This proposal is in all respects fair and made in good faith without collusion or fraud. If the submitting party is a business entity, the undersigned has full authority to bind the entity in a contract with DOI.

The submitting person or entity acknowledges that a material false statement in or omission from this proposal and all material submitted with this proposal may cause rejection of the proposal or the withholding of a contract, or may constitute a breach of an awarded contract.

7.12. Delivery format. Respondents must submit one original unredacted response in binder form plus three (3) identical electronic versions in PDF format on Compact Disc (CD or DVD) or USB drive. The original proposal, including the submittal letter required by Section 7.11 containing an original signature in ink, and electronic copies of the proposal shall be sent to the Department in a sealed envelope separate from the delivery envelope. At its election, the Respondent may include a brief cover letter identifying the sealed envelope as containing a proposal in response to the RFP or the proposal envelope may be identified as containing a proposal in response to this RFP. In the event a Respondent submits an electronic redacted copy of the Response for public information purposes, the copy must be included and denoted as such in the submission. Redactions will be considered as outlined in Section 7.10.

7.13 Delivery address. The proposal should be addressed to Reyn Norman, General Counsel, Alabama Department of Insurance, at one of the following:

By U. S. Postal Service:
Post Office Box 303351
Montgomery, AL 36130-3351

By hand or commercial courier:

RSA Tower Suite 502
201 Monroe Street
Montgomery, AL 36104
Telephone: 334-269-3550

Please Note: All deliveries by the United States Postal Service are made to an off-site, central state government mail facility. Forms of USPS expedited delivery may not be expedited.

7.14. Time for submission. To be considered, a proposal must be received by the DOI and time-stamped **before 3:00 PM Central Time on January 12, 2018**. Identified proposals received after the deadline will be returned unopened. Proposals submitted after the deadline will not be considered under any circumstances.

7.15. Alterations or withdrawals. A proposal cannot be altered or amended after it has been delivered to the DOI. A proposal may be withdrawn before the RFP deadline, but may not be withdrawn after the RFP deadline.

7.16. Facsimile or electronic response. A proposal submitted by telephonic facsimile or electronic means other than the provisions of 7.12 will be rejected as non-responsive.

7.17. Rejection of proposals. A proposal determined by DOI to be non-responsive shall be rejected and shall not be considered for a contract award. A proposal containing terms, conditions, or qualifications deemed unacceptable to the DOI may be rejected as non-responsive. The DOI may reject all proposals and not award a contract based on this RFP if, in the DOI's judgment, a contract award will not serve the best interests of DOI and the State of Alabama. DOI may issue another RFP for the services as described in this RFP or similar services at any time.

7.18. Waiver of minor deviations. In its sole discretion, the DOI may waive minor deviations from the requirements expressed in this RFP.