



## **LOS ANGELES CLEANTECH INCUBATOR REQUEST FOR PROPOSALS (RFP)**

### **FUNDRAISING SPECIALIST/CONSULTANT**

**RESPONSES DUE: 4/26/21**

#### **INTRODUCTION**

Los Angeles Cleantech Incubator (LACI)'s mission is to create an inclusive green economy by unlocking innovation, transforming markets, and enhancing community. LACI aims to build a regional innovation ecosystem that supports the discovery and commercialization of clean technologies by creating new companies, de-risking the cleantech commercialization process, and helping companies successfully deliver market-ready cleantech solutions along with accompanying jobs. Founded by the City of Los Angeles and its Department of Water & Power (LADWP) in 2011, LACI is a nonprofit organization focused on energy, transportation, and sustainable cities. LACI was formed as an economic development initiative to transform a traditional blue collar industrial area into a thriving cleantech corridor. The organization utilizes a unique and integrated approach to spur the green economy to reduce statewide greenhouse gas emissions, improve air quality, create jobs, and generate local economic impact. LACI serves entrepreneurs, students, and job seekers around the world, but primarily in the greater Los Angeles region throughout LA County, with a focus on sustainable solutions for underserved communities. We also support initiatives in Santa Barbara, Orange and Ventura counties.

LACI is celebrating our 10th Anniversary this year (2021), and we are preparing to launch a \$10M fundraising campaign, in April 2021 to run through December 2022, to engage high net worth donors and philanthropy in order to provide critical unrestricted support to the organization and the cleantech entrepreneurs we support. Through our Anniversary Campaign, LACI aims to increase our unrestricted funding to \$2M by the end of 2022, \$4M for a Seed Pilot Fund, as well as \$4M in additional program support. Tactics may include:

- Use existing matching grants to solicit new funding opportunities
- Hosting a series of new intimate donor salons and the LACI Annual Fundraiser
- Increasing LACI's visibility in the media
- Utilizing the La Kretz Innovation Campus for potential 'naming rights'
- Expanding LACI's network of donors, including follow-on foundation funding and high net worth individuals

#### **BACKGROUND**

Through this Request for Proposals (RFP), LACI seeks bidders to provide the services and specifications as outlined below for a Fundraising Strategist/Consultant. The Fundraising Consultant will work with board members and senior management to build a fundraising pipeline,

as well as to support LACI's evolving fundraising strategy to diversify sources of unrestricted funds.

We are seeking a fundraising strategist familiar with the public/private sector as well as the political landscape. The ideal consultant will have extensive experience with sophisticated donors who understand the power of advocacy as well as the critical need to accelerate cleantech solutions to solve climate change, along with the prioritization of diversity, equity, and inclusion.

The successful bidder must demonstrate a proven track record for raising seven-figure gifts from individual, foundation, and corporate donors. There is a strong preference for a senior-level executive who has a familiarity with similar organizations and programs as demonstrated by past (within the past five years) consultation, employment, or other engagement in line with LACI's multi-sector approach. The successful bidder must have the ability to work independently, excellent written and verbal communications, and a strong 'outcomes orientation' that gets results.

In order for LACI to conduct the most efficient proposal evaluation, bidders are required to include the following information in their proposals as described below:

1. Contact Information – A description of the bidder and detailed contact information.
2. Price Schedule – A description of billable hours, pricing structures is applicable
3. Capability Statement – A detailed response to the service/specifications requested.
4. Bidder's References – A list of references with detailed contact information (3 minimum).

#### SERVICES NEEDED

Work is slated to start April 2021 with the potential to run through December 2022

#### Generating Pipeline

- Identify 50 new, vetted, high-potential donors, foundations
- Create Segmentation for donor archetypes
- Refine strategy for messaging and engaging high net worth donors

#### Refine Messaging

- Meeting Preparation including bios and alignment on strategy pitches curated for the prospect
- Co-create pitch decks for prospective donors
- Develop messaging campaigns in consultation with Senior Management targeting high net worth and foundation donors
- Recommendations for additional messaging on all LACI platforms to reinforce messaging/positioning

#### Support Donor Cultivation

- Meet with donors and prospects 5-10 times per month to solicit donations

- Support donor cultivation events including LACI's Annual Fundraiser on October 28 as well quarterly prospecting events
- Coordinating close from pitch to commitment of funding

## PROPOSAL RESPONSE REQUIREMENTS

Respondents are required to provide the following information in a proposal, at their sole cost and expense:

1. Letter of interest that contains the name, address and telephone number of the firm or contractor submitting letters of interest and resumes, including the name of the key contact person.
  - a. The partner, manager, and in-charge accountant who will be assigned to LACI if you are successful in your bid, including biographies.
2. Any judgments within the last three (3) years in which Respondent has been adjudicated liable for professional malpractice with explanations as applicable.
3. Confirmation of appropriate federal and state licenses to perform activities as applicable.
4. Background on your firm's experience working with nonprofits.
5. Provide references with contact information from a minimum of three clients who currently use bidder's services. At least one of the clients must speak to the bidder's performance with nonprofits and/or state and federally funded entities.
6. Detail of the fee structure including a description of what would constitute out-of-scope work.
7. Your firm's independence with respect to LACI.
8. A description of how and why your firm is rightly suited to serve our needs.

## EVALUATION OF PROPOSALS -

For all proposals, the lowest price estimate shall serve as the primary criteria for selection. Other areas that will be considered in making a determination will be:

- Demonstrated ability to serve in the key areas outlined above.
- LACI is committed to building a more inclusive ecosystem in the cleantech sector, qualified Respondents/Business Owners who are members of underrepresented groups such as women or people of color are strongly encouraged to submit quotes. Please indicate in your submission if you are a minority or women owned business.

Please submit all quotes to Jillian Misrack via email [jillian@laincubator.org](mailto:jillian@laincubator.org).