



Deliver excellence in child abuse response, offer a path toward healing, and educate the community.

**Project Title:** New and Renovated Facility – Wentzville, Missouri

**Service Requested:** Capital Campaign Consulting Services

**Issue Date:** August 12, 2025

Freda Clemons  
Director of Finance and Business Administration  
989 Heritage Parkway  
Wentzville, MO 63385

# Request for Proposal (RFP): Capital Campaign Consulting Services

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The Child Advocacy Center of Northeast Missouri (CACNEMO) is seeking proposals from qualified firms to provide professional consulting services to support our upcoming capital campaign. The campaign goal is approximately \$10–11 million to fund the construction of a new 20,000 sq. ft. facility to expand services for children and families.

## 1. Project Overview

CACNEMO is planning a multi-year capital campaign to raise \$10–11 million for the construction and furnishing of a new facility. The selected firm will provide strategic direction, campaign planning, donor cultivation support, and related consulting services to help CACNEMO achieve its fundraising goal.

## 2. Scope of Services

The selected firm will be expected to provide the following services:

- ✿ Develop a comprehensive capital campaign plan, including campaign benchmarks, timelines, donor strategies, and materials.
- ✿ Conduct prospect research, cultivate and steward donors.
- ✿ Provide strategic support to help navigate and build relationships with gatekeepers at major corporations and foundations.
- ✿ Assist in identifying corporations and foundations with a history of supporting nonprofit organizations that serve children and families.
- ✿ Provide training and support for Board members, staff, and volunteers in campaign activities.
- ✿ Support the creation of compelling campaign materials (brochures, pledge forms, donor communication, naming opportunities).
- ✿ Provide ongoing campaign progress reports and adjust strategies as needed.
- ✿ Offer recommendations for campaign staffing, systems, and donor stewardship.
- ✿ Support donor recognition efforts.

## 3. Qualifications

The ideal candidate will have:

- ✿ A proven track record of securing gifts from high-net-worth individuals.
- ✿ At least 10 years of experience in nonprofit fundraising, with a focus on capital campaigns.
- ✿ Deep knowledge of donor cultivation and stewardship best practices.
- ✿ Excellent communication, writing, and interpersonal skills.

- ✿ Experience working with nonprofit boards and executive leadership.
- ✿ Familiarity with donor databases and CRM systems.

## 4. Proposal Requirements

Firms responding to this RFP should include the following in their proposal:

- ✿ Firm background (company history, the number of years in business) experience in the nonprofit sector and relevant experience with capital campaigns of similar size and scope.
- ✿ Proposed approach and methodology for the campaign.
- ✿ Bios and qualifications of key consultants who would work with CACNEMO.
- ✿ Work plan, including timeline and milestones.
- ✿ Fee structure (flat fee/retainer) and estimated total costs. Provide a breakdown of consulting fees versus other anticipated campaign expenses.
- ✿ References from at least three nonprofit clients with similar campaigns.

## 5. Proposal Submission

Please submit your proposal electronically to:

**Freda Clemons, Director of Finance & Business Administration**

**Email: [fclemons@cacnemo.org](mailto:fclemons@cacnemo.org)**

**Proposal Due Date:** August 20, 2025

## 6. Questions & Clarifications

All questions must be submitted in writing to [fclemons@cacnemo.org](mailto:fclemons@cacnemo.org) by August 15, 2025. Answers will be emailed by August 18, 2025.

## 7. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- ✿ Experience with similar capital campaigns and demonstrated success.
- ✿ Strength of proposed methodology and work plan.
- ✿ Qualifications of key personnel.
- ✿ Proposed fees and value for services provided.
- ✿ References and past client satisfaction.

## 8. Timeline Summary

- ✿ RFP Release Date: August 12, 2025

- 🌸 Proposal Due Date: August 20, 2025
- 🌸 Interviews with Finalists: September 2 –10, 2025
- 🌸 Selection Notification: September 11, 2025
- 🌸 Campaign Launch: January 2026

## **9. Legal and Compliance**

The Child Advocacy Center of Northeast Missouri is an equal opportunity employer. Minority-owned, women-owned, and veteran-owned businesses are encouraged to submit.

Thank you for your interest in partnering with CACNEMO to support this critical campaign for children and families.