



Request for Proposal to Conduct Campaign Planning Study

The **Minnesota Land Trust** is ready to build on recent successes and continue to expand our mission to protect and restore Minnesota's most vital natural lands in order to provide wildlife habitat, clean water, outdoor experiences and scenic beauty for generations to come.

Recently, the staff and development committee crafted a vision to continue our forward progress. Plans include using natural land solutions to combat climate change, expanding equity and diversity in the conservation arena, and building on an established endowment to ensure we can fulfill our promise of protecting land in perpetuity. These plans will require private philanthropic support of \$8-12 million.

Your firm is invited to submit a proposal to conduct a campaign planning assessment to help our leaders make sound decisions regarding the timing, scope, and structure of a potential campaign, as described below.

Minnesota Land Trust

- The Minnesota Land Trust is a 31-year old organization and has completed 655 conservation projects that protect over 400 miles of sensitive shoreline and over 73,000 acres of Minnesota's critical and beautiful wildlife habitat.
- There are three core program areas:
 - Protection: Our permanent protection priorities include the state's rich forests, threatened prairies and most fragile lakes and rivers. Our protection work is guided by both state-wide science and on-the-ground, local knowledge. The primary protection tool is a conservation easement, where landowners voluntarily give up development rights on their land in perpetuity, keeping it in its natural state.
 - Restoration: The Land Trust helps landowners restore their protected lands into natural habitat for birds, wildlife, and human recreation. The restoration may be part of a long-term habitat management plan for the property that guides restoration and management of the land, or as part of a program that focuses on specific habitats like prairie, wetlands, or stream restoration. The Land Trust's role is to coordinate projects and funding and bring the best available science and the best quality outcomes to each property.
 - Engagement: With the continuing trend of decreased interaction with our natural world – among both children and adults – the Land Trust is committed to investing in efforts designed to engage current and future generations of Minnesotans in the great outdoors. This includes working with outdoor user groups and youth service agencies to bridge the equity and adventure gap that is widespread in Minnesota communities.
- You can learn more about the Minnesota Land Trust by visiting <https://mnland.org>.

Scope of Project

The purpose of this request is to retain a fundraising consultant who will conduct a campaign readiness and feasibility study which may include the following:

- Conduct an internal analysis to help determine if we are ready to launch a campaign
- Assist in the development of the case for support and test effective messaging
- Work with MLT staff and board to identify key prospects
- Conduct interviews with key prospects
- If needed, conduct a survey of database prospects and/or database screening to help determine feasibility
- Determine realistic campaign goals, given donor interest, philanthropic competition & economic climate
- Assist in development of the campaign committee
- Present findings of readiness study and feasibility study to the organization's leaders
- Develop a campaign plan, including campaign committee structure, goals, a budget, timeline, & gift charts. This may also include a communication and event plan and campaign committee job descriptions etc.
- Assist in developing print and digital collateral materials

Evaluation Factors

Criteria for selection may include professional history with leading successful campaigns including if campaigns achieved their fundraising goals, availability of consultant to begin work, knowledge of Minnesota philanthropy, knowledge of environmental sector in the United States, has experience in the scope of the project outlined in this request for proposal and displays DEIJ values.

Proposal

We welcome questions, please submit them via e-mail to Lauren Ernt at lernt@mnland.org by March 3.

Please submit your completed proposal electronically by March 16 at 6pm. Your proposal should demonstrate your firm's expertise in campaign planning with organizations similar to the Minnesota Land Trust.

Proposals should be organized as follows:

- Overview and qualifications of the fundraising firm.
- A description of your approach to the readiness and feasibility study.
- Identification of the consultant(s) who will be assigned to this project and their qualifications.
- Specific description of the deliverables that will be provided.
- Descriptions and references of three comparable projects completed within the past five years.
- Timeline and proposed fees for the project.

Project Schedule:

1. Issue of RFP	February 8
2. Proposal due	March 16, 6pm
3. Evaluation process completed	March 31
4. Interviews with finalists	April 12-14
5. Consultants begin work	May 1 (Flexible)
7. Presentation to organization's leaders	June 5-9 (Flexible)

Your proposal should be submitted to Lauren Ernt via email lernt@mnland.org, 651-240-7897.

Thank you for your interest. We greatly look forward to receiving your proposal.

Sincerely,

Jennifer Scholl
Director of Development & Communications
Minnesota Land Trust