1. Help us understand the first bulleted item in the Scope of Services section on page 4 of the RFP. Is the college seeking assistance in identifying Messages for the campaign through interviews and other research or does the College have a clear understanding of the messages to be communicated and seek assistance only in finding creative ways to express these messages?

This is related to the projects in the RFP. They are Campaign or Foundation related. They may be Campaign specific and need to carry out the messaging of the Case for Support; or unrelated to the Campaign such as the newsletters, Leading Women or Gift Planning brochures (longer term program at the Foundation) which needs new materials and be branded a “brand within a brand”.

2. Page 4 of the RFP and page 5 each list Annual Reports as deliverables (one with a due date of March 30, 2015 and the other with a due date of February 2015). Do these two descriptions refer to the same project or is the college planning two annual reports of different kinds?

Page 4 Foundation Annual Report for FY 14 completed by March 30, 2015
Page 5 College Annual Report for FY 14 completed by February 28, 2015

3. In the annual report, how many pages of content does the college anticipate in addition to the donor lists? How long is the donor list typically?

There is no standard. The last report was 16 pages plus covers. Quality and uniqueness factor in the presentation for consideration. Suggestions for size and length welcome. A menu of choices with pricing could be submitted. There are approximately 1,000 names for listings.

4. In requesting a Public Relations/Communications Plan for Campaign leadership level gifts, is the College referring to a plan to communicate with prospects in soliciting these gifts or a plan to publicize news of these gifts once they are secured?

Publicity plans/quotes for the announcing of at least two 7-figure gifts that will insure outreach into Montgomery County and even at the regional and national levels.