



**Fashion Institute  
of Technology**

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## **NOTICE TO ALL FIRMS**

Date: November 22, 2021

To: All Prospective Bidders

From: Candida Poinsette  
Assoc. Director, Procurement Services

Re: Addendum Number 1  
RFP C1649 – Fundraising Consultant/Agency

**\*\*Attention firms please note below are answers to questions received from firms pertaining to this project.  
We have also opted to amend the proposal timeline as noted below.**

**Bid Due date: On or before December 11, 2024 at 12pm**

**Interviews/Presentations (if necessary) – January 6, - January 15, 2025**

**Selection of firm: Late January 2025**

### **Questions:**

Q1. There are several places in the RFP where language is used that makes us think you are looking for an advertising/PR/creative agency rather than a fundraising consultant. The Scope of Work (page 6) seems to clearly point towards a firm like ours, but below is some language that would not apply to our firm as we are not an advertising/creative firm. Please clarify if this language was perhaps carried over from a different RFP or if these are the kinds of services and experience FIT is seeking?

**(Page 4) Paragraph G.** Proposer shall demonstrate an understanding of this engagement, including a process for understanding and staying current with advertising platforms and outlets specifically in support of higher education and shall include any description(s) and example(s) of any experience your agency has had in developing image campaigns.

**(Page 4) Paragraph H.** Proposer shall include, with the Proposal, detailed information regarding Proposer's qualifications providing the services outlined in the scope of work section to which they are responding. This information shall include:

Samples of work that reflect the ability of the agency to fulfill the needs as stated in the RFP.

**A1. This RFP is for the services of a consultant/agency to support our efforts through a comprehensive development assessment of individual giving and annual fund strategies. Please disregard Page 4 Paragraph G and H in reference to samples of work.**

Q2. A list of all clients grouped by size of account, such as large, medium, and small, based on billing ranges, within the last five years.

**A2. We will accept a listing of client information and will not require actual billing ranges but must be grouped by size in comparison with the FIT Project.**

Q3. A list of higher education clients, if any, from the past three (3) years, including creative samples for each.

A3. Agencies that do not have higher education clients will be given fair consideration

Q4. In order to provide information on comparable clients, we would appreciate you providing the latest data on:

Total number of FIT alumni –

97,471 in our database that are not marked deceased

Total number of Development and Alumni Relations staff members, if possible, broken down by departments (i.e., Annual Giving, Major Gifts, Development Services, etc.)

11 staff

Total number of donors (last five FYs)

3,790 since 7/1/2020

Total new gifts and commitments (last five FYs)

We received 6,470 gifts since 7/1/2020 (FY21) and 114 pledges were made since 7/1/2020 (FY21)

Total Annual Fund dollars raised (last five FYs)

\$2,503,306 raised since 7/1/2020 (FY21), includes payments of foundation board dues

Q5. Are there any additional documents required beyond the proposal for this bid submission?

A5. No

Q6. What are the specific fundraising goals (monetary targets) for this 9-month period?

A6. Our fundraising goal for FY25 is a total of \$2.7 Million

Q7. Is there a defined budget range or maximum funding allocation for this 9-month consultancy?

A7. The maximum budget is \$50K for the consulting agency

Q8. Will the consultant be expected to work with existing donor relationships or primarily develop new ones?

A8. It will be a combination of both

Q9. What specific deliverables are expected beyond developing fundraising plans and strategies, such as donor presentations, training materials, or reports?

A9. Reports, presentations, and training materials are satisfactory

Q10. What level of in-person engagement is expected from the consultant, such as strategy presentations, donor meetings, or stakeholder workshops?

A10. No in-person meetings would be needed

Q11. Will the consultant be working with an existing fundraising team, or leading independent initiatives?

A11. Yes, the existing fundraising team.

Q12. Are travel expenses to be included in the bid or reimbursed separately?

A12. Included.

Q13. Are there any specific metrics or KPIs that will be used to evaluate the success of the consultancy?

A13. Need to determine evaluation criteria

Q14. Is there an existing fundraising strategy in place that the consultant will build upon, or will the expectation be to create a new one from scratch?

A14. There is an existing one. Through a comprehensive development assessment of the individual giving and annual fund strategy, the agency will determine the potential size and scope of FIT's giving potential and create a strategic growth plan.

Q15. What is the timeline for key milestones or progress reviews throughout the 9-month contract period?

A15. bi-weekly check-ins and monthly progress reviews

Q16. Are there any preferences for consultants with specific higher education or arts/fashion institution experience?

A16. No, we welcome consultants with all backgrounds

Q17. What is the expected start date for the engagement?

A17. Upon acceptance and signing of contract.

Q18. Is there a preferred format or structure for the proposal that FIT would like applicants to follow?

A18. Proposals should be submitted in pdf format. Emailed to [purchasingbids@fitnyc.edu](mailto:purchasingbids@fitnyc.edu). All pricing must be provided on price analysis sheet. Any details pertaining to pricing should be included on a separate page and identified as such.

**YOUR SIGNATURE BELOW WARRANTS THAT YOU UNDERSTAND THIS ADDENDUM AND THAT YOU HAVE MADE THE APPROPRIATE ADJUSTMENTS IN YOUR PROPOSAL AND CALCULATIONS.**

Signature \_\_\_\_\_

\_\_\_\_\_  
Print Name and Title of Authorized Representative

\_\_\_\_\_  
Print Name of Company/Partnership/Individual

Date \_\_\_\_\_