

**REQUEST FOR PROPOSALS:
CHIEF DEVELOPMENT OFFICER**

A. Introduction

The Public Health Institute (PHI) is a global leader in public health. PHI is dedicated to promoting health, well-being, and quality of life for people around the world through innovative solutions and collaborative partnerships. PHI is dedicated to improving health and wellness by discovering new research, strengthening key partnerships and programs, and advancing sound health policies. During its more than 50 years as an independent nonprofit, the Public Health Institute has led and managed hundreds of projects and programs ranging from small task order contracts to large, multi-site research programs with national and international significance.

The Carol Emmott Fellowship (CEF) is an independent program based at PHI. The late Carol B. Emmott identified the need for a fellowship that could create an inflection point for women in leadership who have demonstrated that they are both brilliant and committed to leading improvements in health.

The CEF stands apart as a transformative development opportunity for the nation's most promising women leaders in health. It selects candidates who have been nominated by a sponsoring organization to participate in an intensive program that focuses on building executive competencies as well as a network of exceptional peers and mentors. The fellowship is led by some of the most respected experts in their fields who support the goal of overcoming gender disparities in health leadership.

As a member of the CEF Executive Team, the Chief Development Officer (CDO) will play a pivotal role in shaping CEF's future and in advancing the mission and vision of the organization. This is a unique opportunity for a strategic and innovative leader to shape the narrative and architecture of CEF's development plan and to directly impact the organization's ability to ensure the elimination of inequities for women in healthcare throughout the country.

B. Proposal Format

In order for PHI 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 the bidder's price schedule – daily or hourly rates.
- 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).

C. Submission of Proposals & Closing Time

Please submit proposals to: **Lisa Stauber** Email: lstauber@phi.org

Proposals are due by: **Tuesday, March 20, 2018**
6:00pm – Pacific Standard Time

All questions pertaining to this proposal must be made via email to Lisa Stauber at lstauber@phi.org.

D. Solicitation Guidelines

1. Agreement

PHI intends to issue a Fixed Price agreement to the successful bidder from this procurement process. The agreement will outline approved billing rates for each type of service provided and the terms and conditions applicable to the work performed.

2. Discretion

PHI may, at its sole discretion and after the evaluation process, choose not to issue any agreement as a result of this process. PHI may also, at its sole discretion, choose to issue as many or as few agreements as deemed necessary to meet PHI's business needs.

3. Offers/Quotations

Prices must be inclusive of all costs, including taxes and fees, in US Dollars. Quotes prices should remain valid for thirty (30) calendar days from proposal submission.

4. Proposal Costs

There is no reimbursement for costs associated with preparing or submission of proposals in response to this RFP or costs associated with possible award negotiation.

E. Proposal Timeline and Evaluation

1. Proposal Timeline

PHI intends the follow the below timeline for review and award of this solicitation:

- Submission Deadline: up to March 20, 2018
- Review of Proposals: up to March 21, 2018
- Consultant Selection: as soon as March 22, 2018

2. Proposal Evaluation

PHI will select the bidders whose offer will provide the most favorable mix of corporate credentials and cost, thereby ensuring overall best value procurement.

The following evaluation criteria will be utilized to evaluate the proposals by an internal evaluation team from PHI:

- Technical Capacities
- Past Performance
- Cost Reasonableness
- Cost Competitiveness

F. Required Services / Specifications

1. Detailed Scope of Work:

- a. Analyze CEF's national fundraising potential, and design and implement a development plan to support the growth of the organization;
- b. Develop and maintain strong, collaborative working relationships with CEF's broad network and together, work on the identification and implementation of innovative, mutually beneficial fundraising efforts;
- c. Articulate a clear and compelling case for support for CEF, and craft a fundraising strategy that will inspire and motivate constituencies to achieve ambitious revenue generation goals;
- d. Guide, manage and actively participate in efforts to identify, cultivate and solicit sources of funds and gifts, including major gifts, foundation/corporate grants, workplace giving, individual recurring giving, and planned giving;
- e. Together with the Executive Director, and the Board, put in place the strategy and implementation for a significant capital campaign;
- f. As part of CEF's Management Team, assist in the implementation of CEF's strategic plan and set priorities for the organization; and
- g. Institute a system of accountability and a constructive means of critical evaluation of the effectiveness and success of CEF's national development activities and programs.

2. Requirement(s):

- The successful candidate will be an inspiring and creative leader who brings a compelling vision for accelerating the growth of private support for the organization, and the experience and the know-how to implement it effectively. S/he will be a highly strategic and dynamic individual, able to energize CEF's supporters around its mission.
- The successful bidder must demonstrate a proven track-record and success in driving revenue generation across multiple funding sources.
- The successful bidder must have strong strategic and implementation skills. S/he will quickly grasp the opportunities and challenges of the organization and the role, and understand how to work effectively to develop innovative and creative fundraising plans.
- The successful bidder must have the personal inclination and professional ability to be a positive and unifying figure who can lead by influence and example in order to create an integrated development culture across the CEF network. The successful candidate is someone who can persuade and influence;

someone who can build and preserve trust and agreement, as well as confidence and respect, among various constituencies.

- The successful bidder must have previous experience creating and implementing a fundraising program with defined priorities, metrics, and clear accountability.
- The successful bidder must have a demonstrated ability to personally secure funds from a wide range of donors with a focus on major/principal gifts.
- The successful bidder must have the ability to work independently, excellent written and verbal communications, and with strong outcomes orientation that gets results.
- The successful bidder must have a flexible, inclusive approach to leadership, which adjusts to different audiences.