



STATE OF TENNESSEE
Department of Environment and Conservation

REQUEST FOR INFORMATION
FOR
Fundraising and Directed Program Support

RFI # 32701-04645
January 12, 2023

1. STATEMENT OF PURPOSE:

The State of Tennessee, Department of Environment and Conservation issues this Request for Information ("RFI") for the purpose of Fund Raising and Program Support. We appreciate your input and participation in this process.

BACKGROUND:

The state is seeking a non-profit partner to augment and support existing Tennessee State Parks fundraising goals and develop a Fundraising and Programmatic plan. The organization must be able to function statewide and submit bylaws with this request to indicate that their mission and organization serves to support Tennessee's natural and cultural resources while engaging the public with those resources.

1. Fundraising and Programmatic Plan.

- a. The non-profit organization shall develop a comprehensive plan to fundraise for, at a minimum, the following three Tennessee State Parks priority areas:
 1. Universal accessibility;
 2. Engagement and education of kids in parks; and
 3. Habitat restoration.
- b. The plan must address all requirements of this Contract. Additionally, the plan must seek funding for the state park system as a whole, and it must include a variety of fundraising approaches, including but not limited to: social media campaigns; in-person presentations; solicitation communications to potential and active supporters; and identification of and communication with potential corporate and individual donors. As part of the plan, the non-profit may propose to offer support to other organizations raising funds for Tennessee State Parks such as land conservation non-profits and friends groups. If such support is planned, the non-profit shall include the specific supports it intends to provide in its plan for State approval.

- c. The plan must also include means to support systemwide interpretive activities with an explanation of how to leverage such support for fundraising purposes. This support must include, minimally, collaboration with the Black Heritage Advisory Committee and the Indigenous Heritage Advisory Committee in order to increase universal accessibility and to diversify fundraising avenues that support each committee's mission.
 - d. The plan must also include clear explanations of how the non-profit will account for the funds raised and spent, including the funds provided by this Contract. The non-profit must outline internal controls and any services it will use to ensure financial accountability and transparency. The plan must address the disbursement of funds including planned retention of funds for operational costs and donations to the State. The non-profit shall donate funds to the maximum extent possible while funding its operations and fundraising efforts. The non-profit will justify in its plans and quarterly report, all funds not designated to be donated to the State. Any donations to the State must comply with all applicable laws and policies. Use of donated funds will be at the discretion of the State.
 - e. The plan must be drafted within thirty (30) days of the execution of this Contract, and submitted to the State for review and approval. The plan may be modified during the term of this Contract with the written agreement of the parties, without an amendment to this Contract.
 - f. The non-profit must produce three (3) quarterly reports to the State which contain the status of all action items under the plan, the non-profit's updated fund balance, and a breakdown of expenditures made toward the plan. The State must receive the quarterly reports on a predetermined schedule.
2. Annual Conference. The non-profit shall support the State in the organization of the Annual Friends Conference held during the term of this Contract. The non-profit will collect registration fees from attendees and in turn, utilize those fees to pay speakers, entertainers, transportation, and any other vendors determined by the State. Additionally, the non-profit will provide any other support aimed to further its mission in increasing fundraising opportunities for the State through the conference, including but not limited to advertising the conference to potential attendees, encouraging and facilitating donations and fundraising at the conference, and providing input and support to other fundraising non-profits.
3. Vendor Management.
- a. The non-profit shall set a goal of raising adequate funds to directly contract for certain services to be performed at Tennessee State Parks that further the three objectives of this Contract. No later than May 31, 2023 of this Contract, the non-profit shall provide the State a written report of potential services and vendors that the non-profit can pay for using raised funds. The parties shall discuss and agree to which services the non-profit will provide. The parties may change and adjust the selected vendors as needed with the agreement of both parties.
 - b. If the non-profit does not raise enough funds to provide services as described in this section, the non-profit shall report to the State its anticipated remedy and amend the plan in order to increase fundraising efforts.
4. Social Media / Marketing. The non-profit shall develop a comprehensive social media campaign that supports the approved plan. The non-profit may secure a marketing firm in order to effectuate the campaign.

5. Staffing. The non-profit may use Contract funds to pay for staffing, provided that such staff will further the non-profit's fundraising goals for the State, and the proposed staffing plan is approved by the State as part of the fundraising plan contemplated by this Contract.

2. COMMUNICATIONS:

- 2.1. Please submit your response to this RFI to:

Amanda Head, Director Operational Administrative Services
Department of Environment and Conservation
312 Rosa L Parks Ave. 10th Floor, Nashville, TN 37243
Amanda.Head@tn.gov
615-504-0373

- 2.2. Please feel free to contact the Department of Environment and Conservation with any questions regarding this RFI. The main point of contact will be:

Robert R. Barrett, Parks and Conservation Director
Department of Environment and Conservation
312 Rosa L Parks Ave, Nashville, TN 37219
rob.barrett@tn.gov
615-946-2284

- 2.3. Please reference RFI # **32701-04645** with all communications to this RFI.

3. RFI SCHEDULE OF EVENTS:

EVENT		TIME (Central Time Zone)	DATE (all dates are State business days)
1.	RFI Issued		January 13, 2023
2.	RFI Response Deadline		January 25, 2023

4. GENERAL INFORMATION:

- 4.1. Please note that responding to this RFI is not a prerequisite for responding to any future solicitations related to this project and a response to this RFI will not create any contract rights. Responses to this RFI will become property of the State.
- 4.2. The information gathered during this RFI is part of an ongoing procurement. In order to prevent an unfair advantage among potential respondents, the RFI responses will not be available until after the completion of evaluation of any responses, proposals, or bids resulting from a Request for Qualifications, Request for Proposals, Invitation to Bid or other procurement method. In the event that the state chooses not to go further in the procurement process and responses are never evaluated, the responses to the

procurement including the responses to the RFI, will be considered confidential by the State.

4.3. The State will not pay for any costs associated with responding to this RFI.

5. INFORMATIONAL FORMS:

The State is requesting the following information from all interested parties. Please fill out the following forms:

RFI #NUMBER	
TECHNICAL INFORMATIONAL FORM	
1. RESPONDENT LEGAL ENTITY NAME:	
2. RESPONDENT CONTACT PERSON: Name, Title: Address: Phone Number: Email:	
3. BRIEF DESCRIPTION OF EXPERIENCE PROVIDING SIMILAR SCOPE OF SERVICES/PRODUCTS	

COST INFORMATIONAL FORM	
1. Describe what pricing units you typically utilize for similar services or goods (e.g., per hour, each, etc.):	
2. Describe the typical price range for similar services or goods	

ADDITIONAL CONSIDERATIONS	
1. Please provide input on alternative approaches or additional things to consider that might benefit the State:	