



Request for Proposals (RFP)

for

Development/External Relations Consultant

Date Issued: November 2, 2021
Deadline to Submit Proposals: November 30, 2021, by 4:00 pm (CST)

A. Background and Overview

The Louisiana Cancer Research Center (LCRC) is accepting proposals from qualified and experienced individuals, firms, or groups (“Proposer”) to provide funds development and external relations support that will assist in developing key areas that will position the organization to grow and sustain its resources by building and strengthening relationships with people who share a clear vision of its mission. Aligned with LCRC’s strategic planning initiative, the successful Proposer will play a pivotal role in customizing and advancing LCRC’s external relations framework which will guide its development and marketing and communications strategy as well as industry and government relations.

In 2002, the Legislature of Louisiana created the Louisiana Cancer Research Center of L.S.U. Health Sciences Center in New Orleans/Tulane Health Sciences Center (“LCRC”) with the primary function of conducting research and promoting education in the diagnosis, detection, and treatment of cancer in its pursuit of obtaining National Cancer Institute (“NCI”) designation. NCI designation is the gold standard for cancer programs. Currently, there are only 71 NCI-Designated Cancer Centers across the United States.

LCRC was created as a private non-profit cooperation and is now established as a highly distinctive collaborative public-private partnership of four of the state’s most prestigious academic medical and research institutions; namely LSU Health - New Orleans, Tulane University Health Sciences Center, Xavier University of Louisiana, and Ochsner Health.

B. Proposal Format and Required Information

In order to evaluate all proposals effectively, Proposers are required to include (at minimum) the following information in their proposals:

- 1. History & Structure** – Provide a description of your business, staffing, structure, and other relevant information; and provide detailed and complete contact information.
- 2. Professional Background and Experience** – Provide information on your background and experience.
- 3. Pricing Schedule**
 - Provide a description of your pricing schedule on a daily, hourly rate, fixed sum, or other cost mechanism.
 - Provide hourly rate(s), estimated hours required, and total costs for each of the four (4) major areas as described on pages 3-4, under Scope of Services and Deliverables. Provide fixed cost or other cost mechanism if appropriate.
 - Provide all pertinent pricing details.
- 3. Capability Statement** – Provide a detailed response(s) to the services/specifications requested (include information on approach and methodology).
- 4. Proposer’s References** – Provide a list of references with detailed contact information (minimum of 3). Please provide information on similar clients (if applicable).

C. Schedule of Events

The RFP process will proceed according to the following anticipated schedule. LCRC reserves the right to revise the schedule if necessary. All prospective Proposers will be notified of any changes to the schedule.

Timeline	
November 2-5, 2021	RFP Issued to prospective Proposers
November 12, 2021	Deadline for prospective Proposers to submit all questions and clarification inquiries, which must be submitted via email to contact@lcrc.info
November 19, 2021	Answers to questions distributed to all prospective Proposers via email as an addendum; and posted to LCRC's website (louisianacancercenter.org)
November 30, 2021	Proposals due
December 1 – 10,	Proposal clarification and interview period
December 13 - 17, 2021	Consultant Selection/Contract Awarded

D. Proposal Submission

Firms, groups, or individuals interested in providing services requested under this RFP must submit a proposal containing the required information specified in this RFP. Proposals must either be received in hard copy (printed) version or emailed at the address below on or before the date and time specified in the Schedule of Events. Proposals that are submitted in hard copy (printed) must be delivered in a sealed envelope marked with the project name “**External Relations Consultant**”. The proposer’s submission should include one (1) original and two (2) copies of the proposal. FAX submissions shall not be acceptable. Proposers mailing their proposals should allow sufficient mail delivery time to ensure receipt of their proposal by the date and time specified.

The proposal package must either be emailed to contact@lcrc.info or delivered at the Proposer's expense to:

Louisiana Cancer Research Center
1700 Tulane Avenue, 10th Floor
New Orleans, Louisiana 70112
Attention: Vinson Alford, RFP Coordinator

- All questions pertaining to this proposal must be made via email to the RFP Coordinator. Email: contact@lcrc.info
- **Proposals are due by 4:00pm, CST on November 30, 2021.** Proposals received after this date and time will not be reviewed or considered.

E. Scope of Services and Deliverables

LCRC anticipates the external relations consultant will develop and maintain collaborative working relationships with the LCRC's Chief Administrator, Chief Executive Officer and Development Committee to guide, manage and actively participate in advancing LCRC's external relations framework by focusing on the following key areas:

1. Development
2. Marketing and Communications (MARCOM)
3. Industry Relations
4. Government Relations

The Scope of Services and Deliverables may include but is not limited to the following:

1. Development

- Identify and formalize key performance indicators (KPIs) for fundraising
- Implement a customer/donor relationship management system that will centralize donor information, aid with donor and prospect segmentation, and help generate KPI dashboards for organizational leadership
- Create prospect vetting and coordination processes between LCRC and the member institutions
- Form a framework and workflow for crafting multi-institutional private fundraising proposals

2. Marketing and Communications (MARCOM)

Work with existing media consultant to:

- Develop a strategic communications plan that engages a variety of stakeholders and provides an integrated "one voice" across media platforms
- Identify and segment stakeholders and content for social media and e-newsletters
- Evaluate key audience segments, including local and national media partners, that could provide ongoing coverage of LCRC's activities and mission
- Elevate LCRC's mission by formulating a strong case statement and advantageously positioning the organization as an economic development asset

3. Industry Relations

- Identify opportunities that could leverage LCRC as an asset for each member institution's technology transfer and business development operations
- Identify activities that may utilize the LCRC building as a meeting or conference location
- Develop key messages/data points that will help strengthen LCRC's role in attracting industry partnerships and key opinion leaders
- Develop a roster of subject-matter experts who are LCRC faculty, which may be able to consult with industry partners or participate in industry-facing conferences

4. Government Relations

- Identify and cultivate prospective advocates who are public officials that could promote and endorse LCRC's mission
- Develop messages and materials that will effectively communicate to local, state, and federal public officials as well as influential community partners
- Identify activities and speaking opportunities that could meaningfully engage local, state, and federal public officials with LCRC's mission
- Develop plan to coordinate with development and government affairs staff in LCRC member institutions

NOTE: This scope of services and deliverables is not final until a consultant is selected and negotiations are completed.

F. Qualifications of Proposer

The successful Proposer will possess and/or will demonstrate the following qualifications:

1. Previous experience creating and implementing a development and/or marketing and communications plan with defined priorities, metrics, and clear accountability.
2. Comprehensive knowledge on building and executing successful government relations strategies.
3. A proven track record for creative excellence in developing fundraising plans, setting goals, and developing an organization(s)' fundraising capacity.
4. Demonstrated ability to secure funds from a wide range of donors, including major gifts from individuals and/or organizations.
5. Ability to quickly grasp the opportunities and challenges of the LCRC and the role, and understand how to work collaboratively and effectively to develop innovative and creative development and fundraising plans.
6. Ability to persuade, influence, build, and preserve trust and consensus among various constituencies.
7. A flexible and inclusive approach to leading and managing which can be adjusted for different audiences.
8. Excellent written and verbal communications skills.

LCRC has a strong preference for a person or firm with experience and/or familiarity with a Cancer Center, a related academic medical institution, Center of Excellence, or related entity, demonstrated by past consultation, employment, or other engagement (within the past 5 years).

G. Terms and Conditions, and Guidelines

Proposers should be aware of the following guidelines, terms and conditions, and guidelines established by LCRC in administering this solicitation.

- LCRC intends to issue a Fixed/Not-to-Exceed Price Agreement to the successful Proposer. The agreement will outline approved billing rates for each type of service provided and the terms and conditions applicable for the work performed. The anticipated initial term is six (6) months to (1) year; however LCRC may exercise the option to extend or renew the agreement under the same terms and conditions, by agreement of the parties.
- LCRC reserves the right to reject any and all proposals, to award multiple agreements, to consider alternatives, to waive any informalities and irregularities, and to re-solicit proposals.
- LCRC reserves the right to conduct discussions with those who have submitted proposals or other entities as it deems appropriate to assist in the evaluation of any proposal or to secure maximum clarification and completeness of any proposal.
- All proposals submitted must be valid for a period of sixty (60) days after the date of the proposal deadline.
- LCRC assumes no responsibility for payment of any expenses incurred by any individual or firm as part of the RFP process.

H. Proposal Evaluation

LCRC will select the Proposer who offers the most advantageous mix of credentials and cost. LCRC reserves the right to award the contract to a successful Proposer who may not necessarily be the lowest Proposer based upon cost comparison.

For the purpose of evaluation and scoring of the proposals received, the following criteria have been established in no particular order of importance:

1. General organization and completeness of the proposal
2. Qualification and Experience
3. Past Performance
4. Plan/Approach to providing services
5. Cost Reasonableness and Competitiveness
6. Other information

I. Confidentiality

Any and all information and data provided with or related to this RFP are proprietary to LCRC and should be treated as confidential information. It is for your exclusive use in preparing a proposal and must not be shared, whether written or oral, with any other firm or used for any other purpose. The use of the Louisiana Cancer Research Center's and/or any of its member institutions' names in any way as a potential customer(s) is strictly prohibited.

In addition, if anything submitted in your proposal is confidential to your organization it should be clearly marked as such.

Thank you for your interest in working with LCRC. We look forward to reviewing your proposal.