



LEGAL SERVICES CORPORATION

REQUEST FOR PROPOSALS  
FOR DEVELOPMENT CONSULTANT SERVICES

May 13, 2011

**LEGAL SERVICES CORPORATION  
REQUEST FOR PROPOSALS  
FOR DEVELOPMENT CONSULTANT SERVICES**

**I. Introduction and Project Overview**

***Background***

The Legal Services Corporation (LSC) is a private, non-profit corporation established by Congress in 1974 to promote equal access to justice and to provide grants for high-quality civil legal assistance to low-income Americans. The Corporation is headed by a bipartisan board of directors whose 11 members are appointed by the President and confirmed by the Senate. LSC distributes more than 95 percent of its total funding to 136 independent nonprofit legal aid programs with 919 offices that provide legal assistance to low-income individuals and families in every county in the United States; the District of Columbia; the Commonwealth of Puerto Rico; the U.S. Virgin Islands; Guam; and Micronesia.

LSC promotes equal access to justice by awarding grants to independent legal services providers through a competitive grants process; conducting compliance reviews and program visits to oversee program quality and compliance with statutory and regulatory requirements as well as with restrictions that accompany LSC funding; and by providing training and technical assistance to programs. LSC encourages programs to leverage limited resources by partnering and collaborating with other funders of civil legal aid, including state and local governments, Interest on Lawyers' Trust Accounts programs, state access to justice commissions, the private bar, philanthropic foundations, law schools and the business community.

LSC-grantee programs are administered by local governing or policy bodies, a majority of whose members are appointed by state and/or local bar associations, and at least one-third of whose members are eligible clients. They provide legal assistance to individuals in civil matters pursuant to locally-established priorities that respond to pressing community needs. The most common categories of cases handled by LSC recipients are family, housing, income maintenance, consumer, health and employment. Case types frequently encountered include evictions, debt collection, foreclosures, divorces, child custody, spousal abuse, child abuse or neglect, access to health care, and benefit claims such as unemployment, disability, food stamps and public assistance.

***LSC Board of Directors' Development Committee***

The LSC Act authorizes LSC to accept in the name of the Corporation and to employ or dispose of, in furtherance of the purposes of the LSC Act, money or property received through donations to LSC. The LSC Board of Directors' ("Board") interest in exploring opportunities for raising non-Federal funds for use by LSC in the carrying out of its mission resulted in the establishment of a Development Committee ("Committee") in 2010. See LSC Resolution 2010-013, *Establishing a Development Committee* (July

31, 2010), [http://www.lsc.gov/lscgov4/Resolution\\_2010\\_013\\_Establishing\\_a\\_Development\\_Committee.pdf](http://www.lsc.gov/lscgov4/Resolution_2010_013_Establishing_a_Development_Committee.pdf). The Committee is chaired by John G. Levi, who is also Chairman of the Board. The remaining members of the Committee include four current Board members and three non-director members. The Committee is responsible for serving as liaison to the Friends of the Legal Services Corporation (FOLSC); exploring opportunities for development activities by LSC in carrying out its missions, which may include raising the profile and/or enhancing awareness of the work of LSC recipients and the issue of access to justice; raising funds from non-Federal sources for use by LSC on pilot or other special projects designed to enhance the availability and effectiveness of legal services; and partnerships or joint activities which LSC can conduct with the FOLSC or other entities.

## II. Statement of Work – Consultant Services

LSC intends that the Committee will be primarily staffed by one consultant for a six (6)-month appointment, with possible renewal. Although a consulting firm making a proposal may assign a team of consultants for this project, the Committee expects to work primarily with just one consultant from the team. The consultant is expected to have excellent oral and writing skills and expertise in development and fundraising operations. Specifically, the Consultant will be expected to:

- Collaborate with the LSC Board, Committee, and President
  - Attend Committee meetings and work closely with the Committee Chair and the Corporation’s President;
  - Design and perform research (including possibly conducting surveys and/or interviews);
  - *Develop a detailed fundraising plan to serve as a proof-of- concept for LSC fundraising and as a focus for the development activities of the LSC in FY 2012;*
  - *Complete at least two (2) significant grant proposals for funding;*
- Prepare a Strategic Plan for Fundraising Development
  - Work with the Committee and the Corporation’s President to establish a strategic fundraising development plan with measurable goals;
  - Develop appropriate steps for implementation of the strategic plan and oversee the stages of the plan to be done during the period of the assignment;
- Cultivate New Funding Sources for LSC
  - Cultivate relationships with actual and potential funders, including corporate, foundation and individual donors;
  - Develop strategies for the cultivation of new donors;
  - Develop a donor database program to ensure the prompt and accurate processing of gift acknowledgements;
  - Provide input and expertise as appropriate in the areas of development and fundraising as the Committee and Board meet and deliberate;

- Identify LSC “alumni”, including former members of the Board of Directors, executives, and employees of LSC, as possible sources of fundraising;
- Assist LSC in Creating a Development Office
  - *Provide a written and substantial plan, based on the best practices of comparable nonprofit entities, for the creation, staffing, and integration with other corporate activities, of a LSC Development Office, including an analysis of the cost-effectiveness and probable value to be generated by such an office;*
  - Advise the Committee on the long-term viability of a professional development officer;
- Advance the Mission of LSC
  - Develop strategies to educate and communicate the mission and work of LSC and its grantees to funders and to the public;
- Administration
  - Create and maintain records (such as taking notes and compiling minutes of all Committee meetings, distributing all minutes and other documents created by the Consultant or the Committee or submitted to the Committee);
  - Draft memoranda or other documents as necessary between meetings to ensure that Committee members are prepared for meetings; and
  - Register the Corporation, in accordance with registration requirements, in jurisdictions where development activities will be conducted, as necessary.

The Consultant will not be responsible for meeting logistics (setting up conference calls, making travel arrangements, securing meeting space for off-LSC site meetings etc.).

The italicized language above emphasizes the key deliverables expected to be produced by the Consultant.

### **III. Proposal Requirements**

Proposals must address the following:

#### ***A. Firm and Key Personnel Qualifications***

LSC understands that occasionally, the consultant may need to consult with other team members of his/her firm but LSC expects only one primary consultant to work with the Committee.

Describe the Submitter's expertise in development operations, writing skills, and experience and background with projects of this type. Highlight the breadth of knowledge and experience of the consultant who will be assigned to the project. Provide or describe a sample of comparable work completed by the consultant.

Provide a resume for the primary consultant assigned to the project, describing his/her qualifications and experience which make him/her particularly suited for this project. Include relevant education, training and work experience.

#### ***B. Statement and Methodology***

Describe your understanding of the objectives and deliverables for your development consultant services. Include a clear description of the work to be performed, the anticipated methodology to be used to complete the work, and the objectives to be reached and/or product to be delivered. Describe resources and data which may be available to complete the project.

#### ***C. Management***

Provide a work plan for carrying out the project. Clearly identify the proposed primary consultant to be assigned to this project. The Proposal must include the labor hours anticipated to complete the work as identified by the Committee.

#### ***D. Cost***

Identify the estimated cost and the proposed cost basis for a six-month engagement, including direct and indirect costs and expenses. Rates, whether fixed or hourly, must include all overhead costs and profit. If hourly rates are proposed, the proposal must estimate the total number of hours the consultant expects to bill. The proposal should include a cost not to exceed limit. Costs for subcontractors, if any, must be clearly identified.

#### ***E. Alternatives***

The Proposal may include discussion of alternative tasks or areas of work which the Submitter believes will better enable LSC to reach its objectives for this project. If

the Proposal contains any such alternatives, the Proposal must clearly identify the ways in which the proposal would modify the scope of work as presented in this RFP and be clearly identified in the proposed work plan.

***F. Subcontractors***

Identify all subcontractors and subcontract activities proposed to be used. Indicate the specific roles for each subcontractor and provide qualification and experience information similar to that provided for the Submitter in accordance with Paragraph A of this section.

***G. References***

Provide three (3) recent references concerning the consultant's performance on comparable projects, particularly ones in which the primary consultant assigned to this project was significantly involved. Indicate the project name, a brief description of the project and the name, title, telephone number and email address of a reference who is knowledgeable about the project and who may be contacted by proposal evaluators.

**IV. Evaluation Process and Selection Criteria**

***A. The Evaluation Process***

Written proposals will be reviewed and evaluated in accordance with the criteria set forth below. LSC reserves the right to conduct interviews with some or all Proposal Submitters before making final award of the contract.

***B. The Selection Criteria***

*a) Firm and Key Personnel Qualifications*

The Submitter should demonstrate the experience of the primary consultant assigned to this project which qualifies him/her for the consulting services. Response must focus on experience and expertise in development operations and experience and background with projects of this type.

*b) Statement and Methodology*

A concise project statement must be provided which indicates a clear understanding of the project objectives and deliverables as identified by the Committee. Response must include a clear description of the work to be performed, the anticipated methodology used to complete the work and the objectives to be reached and/or product to be delivered.

*c) Management*

The Submitter must clearly identify the primary consultant to be assigned to this project. The response must include the labor hours anticipated to complete the work as identified by the Committee.

*d) Cost*

The Proposal must identify the hourly rate for the primary consultant to complete this project, including direct expenses. Clarity of the proposed budget, reasonableness of cost estimates and the relationship of cost to complete deliverables are important elements of this criteria.

**C. Contract Award**

LSC reserves the right to award the contract to the Submitter with the best overall approach, regardless of cost, or to not award a contract to any Submitter.

**V. Proposal Format and Administrative Requirements**

**A. Proposal Format**

The Submitter must provide LSC with one hard copy of the Proposal and one additional copy of the proposal must be submitted electronically in PDF format. Double-sided copying and use of recycled paper is encouraged. To the extent possible, Proposals should be prepared on 8 ½” x 11” paper. Fold-outs for charts, tables and/or spreadsheets are permitted. Proposals must not exceed 20 pages, not including a cover letter, resumes and examples of previous related work.

**B. Delivery of Proposals**

Proposals (hard copy and electronic PDF) must be received at LSC no later than 5:30 P.M., EDT, June 20, 2011. Proposals should be clearly marked as such and should be addressed to the attention of Atitaya Pratoomtong, at the address/email address noted in Paragraph E, below. Hard copies of Proposals may be hand-delivered or delivered by first class or overnight/express mail delivery service, with the electronic PDF copy submitted via email. Proposals submitted by fax are not permitted.

Submitters are solely responsible for ensuring that both hard copy and electronic Proposals are delivered on time. Delays caused by any delivery service will not be grounds for extension of the proposal due date and time. Late received proposals (either the hard copies or the PDF) will be returned unopened to the Submitter.

***C. Cost of Proposal***

All costs incurred in preparing Proposals shall be borne by the Submitter. Any final contract awarded will not provide for costs of the proposal to the selected Contractor.

***D. Communications with LSC***

All communications concerning this RFP must be directed to:

Atitaya Pratoomtong  
Staff Attorney  
Legal Services Corporation  
3333 K Street, NW  
Washington, DC 20007  
pratoomtonga@lsc.gov  
(202) 295-1628

***E. Freedom of Information Act***

The Freedom of Information Act (FOIA) and the associated LSC regulations may require the release to the public, upon request, of certain documents held by LSC, including portions of proposals submitted to LSC by third parties. In general, LSC will not release any documents that are exempt from disclosure because their release would cause competitive harm to the Submitter. If a FOIA request for such documents is received, LSC will contact the Submitter prior to any release of material. Nonetheless, Submitters are encouraged to label information considered confidential as such in Proposals at the time of submission.

***F. Miscellaneous***

Minor procedural or administrative exceptions to the requirements contained in this RFP may be accepted by LSC during the proposal review process.

LSC may disqualify or reject any or all proposals.

LSC reserves the right to have and retain all original data and working papers generated during the project.