**Fundraising Case for Support & Implementation Brief**

June 2021

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| **Contacts** | Heather Ellis, Director of Marketing, [HEllis5@uclan.ac.uk](mailto:HEllis5@uclan.ac.uk) |
| **Response deadline** | 16 July 2021 |

**Background**

The University of Central Lancashire wishes to develop a fundraising proposition and case for support that will serve as a tool for engagement with alumni and potential donors. The process of creating the case for support provides an opportunity to engage and excite UCLan senior leadership, academic and professional service communities about the potential to engage in a meaningful way with alumni and donors around key priority areas.

We have recently undertaken a number of strategic initiatives that will enhance and support successful engagement with alumni and potential donors, including: a new 7-year strategy and subsequent enabling strategies, a new brand identity and website and the completion of our the gateway and flagship in the Masterplan, the Student Centre which is at the heart of the Preston campus.

UCLan is in its infancy when it comes to fundraising therefore it is important that we take a comprehensive approach to initiating and embedding development activity. The pending recruitment of an inaugural Head of Development and Alumni creates an ideal moment in time to explore the institutional funding needs of UCLan and where philanthropic support could play a strategic role.

**Objective**

**To develop a compelling Case for Support which will form the foundation of our philanthropic endeavours.**

**Task**

1. To developing a compelling Case for Support for the University of Central Lancashire.

This should closely align with our brand story, history and civic role; and should seek to outline why donors would give to UCLan.

*Please note this should include research/review of the current arrangements, proposition development and testing. The agency should also propose other elements which will support us in achieving this task.*

1. To develop a ‘training’ programme which builds a clear understanding of philanthropy across the Vice-Chancellor’s Group and the role they play in our philanthropic success.

This should include how V-CG are empowered to engaging with potential donors and other external stakeholders, ensuring they have the tools for success. This will set the tone for other colleagues and be the initiation for a cultural change in positioning UCLan as a fundraising university.

*Consideration should be given to how this programme will be delivered with the ongoing pandemic, and whether a blend of face-to-face and online delivery would be effective to achieve the above goal.*

**Submission**

Please outline the following in your response which will be used to determine the successful supplier:

1. Proposal – how you would respond to the task outlined above, including timescales.
2. Pricing – a breakdown of the costs for the proposal that is put forward.

**Scoring**

All submissions will be scored using the scoring below:

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| **Score** | **Rating** | **Criteria for Awarding Score** |
| **0** | Unacceptable | The information is omitted/no details provided, or irrelevant answer provided.  Automatically disqualified. |
| **1** | Poor | The Authority has serious reservations that the Tenderer understands the requirement in the question. The proposal provides very limited evidence and assurance that the relevant aspect of the service would be delivered to the expected standard and there are serious doubts about aspects of the response. |
| **2** | Satisfactory | The Authority is reasonably confident that the Tenderer understands the requirement in the question and the proposal provides some satisfactory evidence and assurance that the relevant aspect of the service or requirement would be delivered to a satisfactory standard. The Authority has minor reservations. |
| **3** | Good | The submission is robust and well documented. The Authority is confident that the Tenderer understands the requirement in the question and the proposal provides good evidence and assurance that the relevant aspect of the service or requirement would be delivered to a good standard. The Authority has no reservations. |
| **4** | Excellent | The proposal is innovative and adds value. The Authority is completely confident that the Tenderer understands the requirement in the question and the proposal provides very good evidence and assurance that the relevant aspects of the service or requirement would be delivered to an excellent standard. |

**Timeline**

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| 01 July 2021 | Brief issued via contracts finder |
| 16 July 2021 | Deadline for responses to brief via contracts finder |
| 23 July 2021 | Confirmation of successful agency |
| August 2021 | Kick-off/Planning meeting |
| The completion of all aspects of this work will conclude the project, the timings for this remain fluid due to external factors and availability of key University stakeholders. | |

**Budget**

Responses to this brief should look for cost efficiencies where possible. There is a maximum budget of £50,000 available (inclusive of VAT).

We require each agency to complete the attached quote form detailing their costs for each of the elements (please quote an hourly/daily rate for creative/art direction and copywriting). Charges for any services offered are expected to remain firm and fixed for the duration of the contract.

Please note that the direct, indirect and any labour costs associated with the preparation of this quote are to be borne by the agency preparing the quote. The University will not be liable for any costs incurred by the agencies responding to this quote.

#### Intellectual property rights

Agencies must always comply with the University’s brand guidelines (attached).

Any concepts, strap-lines, copy, artwork, design, illustration, images, video or other materials developed by the agency for the use in the University’s campaigns must thereafter remain the property of the University for any subsequent re-use of adaptation. (Except where this will need to be purchased from an outsourced supplier eg music licensing and stock footage). We will require the original AI files and rushes to be provided ad the end of the contract period.

The costs of these services and any copyright must be agreed by the University prior to the work being undertaken.

For further information on any part of this brief, please contact Heather Ellis [HEllis5@uclan.ac.uk](mailto:HEllis5@uclan.ac.uk).