



KENTUCKY COMMUNITY AND TECHNICAL COLLEGE SYSTEM

REQUEST FOR PROPOSAL ADDENDUM

SOLICITAION NO.: RFP-0336
ADDENDUM NO.: 1
RFP ISSUE DATE: August 12, 2025
ADDENDUM DATE: August 22, 2025
OPENING DATE: September 4, 2025 @ 4:00PM EST

The following information is being provided in clarification for this RFP:

- 1) Does KCTCS have a budget or a not-to-exceed (NTE) amount for this work?
a) This information is not available. Please provide the best proposal your firm is able to offer for the services requested in the scope of work.
- 2) Will we have access to gift officer assignments and performance, assuming the system has this information?
a) Yes, portfolio assignments can be shared along with giving by those constituents.
- 3) Can you expand on the topics and audiences you are looking for in training? Is it best practices in fundraising for your board/volunteers? Or governance and policy for advancement staff? Some combination of both/other?
a) Some combination of both since there has not been training provided system-wide in recent years.
- 4) Regarding the systemwide benchmarks, are you looking to benchmark KCTCS institutions against each other or holistically against other systems?
a) Ideally internally (eg. how does each college compare to system-wide averages) but are also open to pulling in data about similar systems/institutions or sector best-practices.
- 5) Is KCTCS planning on launching a fundraising campaign in the near future?
a) Not in the next 3 years, beyond that the timeline would be based on how quickly a campaign might be feasible. Some colleges within KCTCS are undertaking their own campaigns locally, but nothing system-wide is on the short-term agenda.
- 6) Is it possible to edit the financial submission worksheet (i.e., add rows or columns)? We have multiple staff who may be assigned to a specific task and their hourly rates may not be the same. Are we allowed to add rows to accommodate this?
a) No. KCTCS is requesting one hourly rate for each of the sections of this project as listed in section 1 of the financial cost worksheet. Please provide the best blended rate your firm can offer if you plan to use multiple people at different rates. This rate will be used as part of the award and will be included in the successful contract.
- 7) What is the envisioned partnership between system advancement leaders, campus and Foundation teams in using this analysis and implementing recommendations—particularly around donor segmentation, strategy, and training? Is there a key individual or team that will lead this work across the system following the analysis? (We recognize that the strategy will evolve during this project, informed by the data, but a brief picture of current thinking would be helpful in crafting the plan).
a) Chief Advancement Officer for KCTCS will coordinate project with input from college Advancement leads/staff. Data extraction will be provided by KCTCS Advancement rather than at the college level. We will convene a small steering team including college representatives to help inform the project's execution/implementation.
- 8) Can you provide a brief overview of how the 16 KCTCS campuses are grouped into regions, and how those regions are currently used when planning and delivering training? (This will be helpful in producing a cost-effective budget for delivery and training meetings).
a) This map shows the locations of each college in KCTCS. There is not a formal process in place for grouping colleges into geographic regions, but we are open to adopting that approach if needed.



- 9) Are significant engagement data components (such as event attendance, volunteering, committee/board service, email open and click data) available in the central giving database, or will components of this data be available on a campus by campus basis?
 - a) Activities have not been tracked consistently across the system, but can be provided on a college-by-college basis if this information would be helpful.
- 10) How does the Foundation currently define a leadership-level annual giving commitment, and does this vary by campus?
 - a) This varies by each college depending on local preferences.
- 11) Could you please tell us about some of KCTCS' recent campaigns, including the outcomes achieved and the strategies employed in their execution?
 - a) The last system-wide campaign (Build Smart) was completed in 2017 and was focused on capital projects leveraging gifts as a match for state appropriated renovation funds.
- 12) How many campaigns has KCTCS engaged historically?
 - a) Colleges often undertake their own campaigns, but there have been several system-wide campaigns including Build Smart, Fulfilling the Promise since KCTCS was established in 1999. KCTCS Giving Day is now in its second year as a new system-wide annual appeal.
- 13) What specific donor engagement metrics are most valuable to KCTCS for measuring success?
 - a) KCTCS is looking at a variety of metrics including number/% of donors, new donors, retained donors to get a better sense of how donors are progressing through their relationship with KCTCS.
- 14) Are there any existing donor personas or profiles that KCTCS uses to guide fundraising strategy?
 - a) KCTCS would like to expand its use of attributes to further categorize donors (eg. planned giving prospects, volunteers, etc.). Currently our most common attribute used system-wide is current/former college or foundation board member. We track donors by type (eg. alumni/non-alumni, corporate, foundations, employees, etc.) and can provide data based on these groups if needed.
- 15) What are the preferred formats and delivery methods for the governance and fundraising training?
 - a) KCTCS is open to this being in-person or virtual and can be done college by college or regionally. We would like our steering committee to help inform what strategy would work best for each college/foundation.
- 16) Are there any known data quality issues or limitations within the Raiser's Edge NXT database that we should be aware of?
 - a) Use of fundraiser activities has been limited so this may not be a reliable reflection of donor/prospect engagement. Prospects are often not entered in Raiser's Edge until a gift is made, which limits our knowledge of what is in the pipeline for each college's requests.
- 17) What level of stakeholder involvement is expected during the analysis and training phases?
 - a) KCTCS would like to provide the opportunity for college input as to what format would be most helpful and impactful, which could be gathered through our Advancement peer team or steering committee for the project.
- 18) Is there a preferred structure or cadence for reporting progress throughout the engagement?
 - a) KCTCS would like to have regular check-ins, at least monthly, but possibly weekly as we start up the project to ensure a clear plan is in place and to keep our college staff aware of progress or anything that may impact their work.
- 19) Are there any compliance or data privacy protocols beyond what's listed that we should follow when accessing donor records?

- a) Ideally data provided would be non-identifying and based on constituent ID rather than name, but we are open to whatever process works best assuming confidentiality protocols can protect this data.

20) What is the total budget for this work?

- a) This information is not available. Please provide the best proposal your firm is able to offer for the services requested in the scope of work.

21) Is there an incumbent firm who previously completed this or similar work?

- a) This is a new contract for KCTCS.

22) What is the anticipated period of performance and timeline of activities?

- a) All work will need to be completed by June 30, 2026. We would like to begin data analysis as soon as possible and ideally have that project on its way to completion by the end of 2025. Training would ideally take place in spring 2026, although we are open to having the projects run concurrently if it is more feasible to execute in a different timeline.

23) What is the status of the data sets to be analyzed under the tasks "Data Analysis- Segmentation" and "Data Analysis-System-wide Benchmarks"? Are the data sets fully merged, clean, and complete? Or would some amount of data merging and cleaning be required?

- a) Some data merging and cleaning would be required, this is the first time our database will have been analyzed by an outside party. We will need guidance on what fields/data will be required for the analysis to ensure we provide the correct information required.

24) Can multiple personnel be proposed to collaborate on the services, given the total number of hours is in line with the estimated time breakdown?

- a) KCTCS is open to whatever approach works best for your firm. However, we are only accepting one hourly rate per section as listed on the cost worksheet. Please use the best rate available that works within your firm structure.

25) Under the task "Governance and Fundraising Training", how many trainings will be provided and what is/are the location(s)? What is the envisioned duration of the training(s)?

- a) Our steering committee would like to provide input into the training delivery, but it could be done in-person for the entire system, in-person for a particular region/group of colleges, or virtually for each college. We would like to include college Advancement staff, presidents, and foundation board members to ensure everyone is equipped with fundraising best practices.

26) There are two key experience factors that potentially narrow the field of competitive applicants. These are: 1) Experience with advising community colleges where most gifts are made by constituents other than alumni and 2) Experience in campaign preparation, execution, and analysis for campaigns exceeding \$25M. Would Kentucky Community and Technical College System consider removing these requirements or replacing with "experience working with and advising academic institutions on data-driven decision making models"?

- a) We are open to respondents with that background, but the preferences in #1 and #2 would help ensure the respondents have worked with similar systems and understand our needs. If you feel your background addresses that concern, please use this section of your response to elaborate on your qualifications.

27) Are we required to sign p. 2 of the RFP, that includes the sworn statements (non-collusion and non-conflict of interest, etc.)?

- a) By signing page 1 of the RFP, your firm is agreeing to the RFP terms and conditions. This includes the terms listed on page 2. Signature is required to respond to this solicitation.

Bidders must acknowledge receipt of this and any addenda either with solicitation or by separate letter or email prior to award of contract. If by separate letter, the following information should be placed in the lower left-hand corner of the envelope:

RFP No.: RFP-0336

Title: KCTCS Advancement Data Analysis and Training

Name of Firm: _____

Authorized Signature: _____