

Request for Proposals (RFP)

for

Groups Interested in Organizing to Engage Bennett College Alumnae Globally or Nationally

Introduction: Bennett College, a prestigious Historically Black College for women, located in Greensboro, North Carolina, is seeking proposals from interested groups of alumnae to come together to organize as volunteers to engage Bennett College alumnae globally, nationally, locally and through affinity groups. The purpose of these groups to foster lifelong connections among Bennett College alumnae, promote professional development, recruit students to Bennett College, connect with current students by region and/or profession all in support of the College's mission of empowering women of color through education.

Context: Bennett College has a rich history spanning 150 years and has graduated numerous successful women who have made significant contributions to various fields. The College has benefitted tremendously from the dedication, commitment and support of alumnae as individuals and groups. With the arrival of the 150th year, the College is exploring the question of “what does alumnae engagement at Bennett College look like in the next 150 years?”. To that end, the College recognizes the need for an evolved, organized and robust alumnae engagement strategy that includes graduates from different generations, facilitates networking opportunities, and provides resources to enhance alumnae personal and professional growth in addition to connecting alumnae with the College and students.

Objectives: The primary objectives of the alumnae organizations are as follows: a. Support the Sisterhood post-graduation by fostering a strong sense of community among Bennett College alumnae. b. Facilitate networking opportunities and mentorship programs. c. Provide resources for personal and professional development. d. Promote philanthropy and support for Bennett College. e. Enhance communication channels between the College and alumnae. f. Assist with recruiting and retaining students.

The College is looking to engage the entire alumnae base via volunteer groups, which means it seeks to have multiple alumnae groups all working in concert with the College’s leadership, but without a hierarchy.

The 4 ways the College seeks volunteer groups to help engage alumnae:

- a. globally – working to engage alumnae outside and inside of the US.
- b. nationally – working to engage alumnae only within the US.
- c. locally or regionally – building on the strength of Chapters engaging alumnae locally or regionally.
- d. affinity (profession or other affinity status) – gathering alumnae in ways that are by affinity other than geography.

This RFP is for groups interested in engaging alumnae globally or nationally. For groups interested in local/regional or affinity, there will be a separate request for letters of interest.

Proposal Submission Prerequisite: Any group that has been formally disassociated from the College must submit a written letter of interest to the President that addresses the following:

- a. Organizational background.
- b. Current leadership roster.
- c. Copy of current organizational documents (e.g. articles of incorporation, by-laws)
- d. Narrative detailing the group's progress in addressing College-mandated corrective actions, if any.
- e. Reason(s) why the College should formally associate with the group.
- f. All relevant supporting documentation.

After the group's submission of the required letter of interest, the Board of Trustees shall determine, in its sole and absolute discretion, whether the group has satisfied the proposal submission prerequisite and whether it may submit a proposal in response to this RFP. Please note that the group may be required to provide additional relevant information as requested by the Board of Trustees in its sole and absolute discretion.

Scope of Work: The recognized groups will be responsible for the following tasks (the "Scope of Work"):

- a. Develop a comprehensive alumnae engagement plan including:
 1. a structure and governance framework for the group
 2. strategies to engage alumnae from diverse backgrounds and generations or
 - i. if focused on specific generations, have a clear stated purpose and rationale.
 - ii. if focused on a specific geography, have a clear stated purpose.
- b. Design and implement an online platform or website to serve as the central hub for alumnae engagement that is open to all alumnae and can be linked to from the College alumnae page.
- c. Plan and execute regular networking events and other alumnae-focused activities.
 1. networking events and activities should be publicized to full alumnae body.
- d. Provide resources and support for alumnae personal and professional development.
- e. Establish communication channels to amplify communications from the College to keep alumnae informed about College updates and initiatives.
- f. Assist in fundraising efforts and philanthropic initiatives.
- g. Serve as volunteers (in person and virtual) for College events as needed.
- h. Establish mentorship events that connect current Bennett College students with alumnae.
- i. Serve as Bennett College ambassadors for recruiting and retaining students.

Proposal Submission Requirements: Interested groups must submit a comprehensive written proposal that **addresses the Scope of Work and the following** (the "Proposal Submission Requirements"):

- a. Contact information and leadership
 1. Group name
 2. List of organizers/leaders including class years
 3. Point of contact name, email, phone and mailing address

- b. Overview of the group and its purpose
 - 1. Organizational background and purpose
 - 2. Indicate if the proposal is for
 - i. Global Engagement
 - ii. National Engagement
- c. Understanding of the unique needs and challenges of Bennett College alumnae.
- d. Proposed approach and methodology for achieving the stated objectives and above scope of work.
 - 1. Make sure to speak to:
 - I. What your group has to offer to alumnae and the College
 - II. Why your group's skills and experiences would be valuable to alumnae and the College
- e. Timeline for launching group and key milestones.
- f. Budget breakdown, including any additional costs or fees.
 - 1. Are you planning to have dues? If yes, what will the dues support?
 - 2. How are you planning to fund your activities?
- g. Letters of support from 5 alums (should not be from members of your immediate group)
 - 1. Letter writers must be alumnae not in leadership/organizer roles of the proposing group.
 - 2. Bonus if they are across generations, across geographic boundaries.
- h. Additional information/documentation, if applicable:
 - 1. Group organizational documents (e.g. articles of incorporation, by-laws).
 - 2. Evidence of good standing (e.g. certificate of good standing).
 - 3. Evidence of 501(c)(3) status (e.g. letter of determination).
 - 4. Copy of last group's last filed IRS Form 990.
 - 5. Copy of the group's last external independent audit.
 - 6. Written statement of existing, pending or threatened litigation against the group. If none, please provide a written statement indicating that the group is not aware of any existing, pending or threatened litigation.

Evaluation Criteria: Proposals will be evaluated based on the following criteria:

- a. Responsiveness to the proposal submission requirements of this RFP.
- b. Understanding of and ability to address the unique needs and challenges of Bennett College alumnae.
- c. Quality and feasibility of the proposed approach and methodology.
- d. References and testimonials from alumnae.

- e. Overall cost-effectiveness of the proposal.

Timeline

RFP Release Date: June 15, 2023

Proposal Submission Prerequisite Deadline, if applicable: June 22, 2023 11:50p Eastern submitted to officeofthepresident@bennett.edu

Evaluation of Prerequisite Letter and Supporting Materials by Board of Trustees: June 23 - 24

Proposal Submission Deadline: July 12, 2023, 11:50p Eastern submitted to officeofthepresident@bennett.edu

Presentation by Leadership of Finalist Groups to Board of Trustees Alumnae Engagement Working Group: July 2023

Final Decision by Board of Trustees: August 2023

Memorandum of Understanding: Selected groups will be required to enter into a written memorandum of understanding (“MOU”) with the College. The MOU will memorialize, at a minimum, the expectations and requirements of the College, including but not limited to the scope of work, performance milestones, performance reviews, corporate governance, internal controls, reporting requirements and indemnification.

Launch Date for Groups: Founders Weekend, October 6 – 8, 2023