



# LYCÉE FRANÇAIS

DE LA NOUVELLE-ORLÉANS

## Request For Proposals

Lycée Français de la Nouvelle-Orléans  
Fundraising Consultant for Capital Campaign  
October 2016



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DE LA NOUVELLE-ORLÉANS

## REQUEST FOR PROPOSALS FUNDRAISING CONSULTANT FOR A CAPITAL CAMPAIGN

### SECTION 1: PURPOSE

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Lycée Français de la Nouvelle-Orléans is requesting submissions from fundraising consultants interested in managing a Capital Campaign to raise capital funds for the renovation of a historic building to allow for the future growth of the school.

Lycée Français is a public French-immersion, type-2 charter school located in Uptown New Orleans, working to become the first public Pre-K through 12th grade certified French School in the United States.

In 2015, Lycée Français purchased the historic Alfred C. Priestley Junior High School building at 1619 Leonidas Street, which has been shuttered since 1993. Total project costs are estimated at \$22 million. The goal for the capital campaign will likely be between \$2 and \$4 million, but will be informed by feasibility study as well as the availability of other funding.

The purpose of this Request for Proposal is to retain a Fundraising – Capital Campaign Consultant who will:

1. Conduct a feasibility study.
2. Design a campaign plan, including identification and prioritization of prospects.
3. Develop and produce Case Statement and other campaign collateral and promotional materials such as solicitation and leadership proposals, gift and leadership request letters, logo and marketing strategy, brochures, gift and pledge documentation, training manuals, Q&A, methods of giving, campaign policies and procedures, naming opportunities, etc.
4. Support the implementation and launch of the campaign, to be led primarily by the Development Director.
5. Track and report progress toward established benchmarks and goals.

### SECTION 2: BACKGROUND

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Lycée Français de la Nouvelle-Orléans (LFNO) is the free French immersion public type-2 charter school serving all of Louisiana. Lycée Français follows the French national curriculum and also adheres to the Louisiana curriculum and Louisiana student standards.

Lycée Français de la Nouvelle-Orléans was founded in 2011 by parents with the support of the school board, the French Consulate and the greater French community in New Orleans. Lycée Français de la Nouvelle-Orléans is a free public charter school financed by the state of Louisiana, managed by a board of directors and governed by a charter signed by the Louisiana Board of Elementary and Secondary Education (BESE).

Lycée Français began with three pioneering classes, and has already expanded to include the 6th grade. Each year, the school adds a sequential class to accommodate the growing number of students and faculty, ultimately culminating with 12<sup>th</sup> grade in the year 2023, making Lycée the only French high school in Louisiana. Students will finish high school with



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both a Louisiana diploma and the possibility of earning a French Baccalaureate. The school has a rapidly growing population of at-risk students, currently at 53.18% with a goal of 67% school wide.

LFNO's first campus was located at 5401 South Claiborne Avenue. The school expanded rapidly in 2012 with the implementation of a second campus at 5951 Patton Street. For the 2016-2017 school year, LFNO is operating two campuses, the pre-existing Patton Street campus and a new campus at 1333 S. Carrollton Avenue.

The Priestley campus will ultimately house a middle school serving up to 460 students in grades 4-8 and high school serving approximately 320 students. We anticipate opening the Priestly campus for full use, post-renovation, for the 2020-2021 school year.

LFNO also boasts a unique *Thinking Outside the Classroom* program that sets the school apart. Each grade level served has an opportunity to participate in an experiential learning module that lasts up to one month. Partnerships with the Audubon Nature Institute, National Park Service, Ogden Museum of Southern Art, Cascade Stables, and Louisiana State Museum allow the school to create educational opportunities that are immersive, hands-on, and unforgettable. Through this program, students have served as educational guides at self-designed kiosks at Audubon Zoo. Students have also analyzed primary sources through a Louisiana history module based in the French Quarter; and have held their own gallery opening at a nationally celebrated museum. Each experience gives students a tangible means by which to connect with their education: not limited to words on a page, Lycée learners feel, smell, sing, and swim through their lessons.

**Mission:** Lycée Français de la Nouvelle-Orléans students will matriculate into the finest colleges and universities throughout the world. Lycée Français will provide the opportunity for its students to achieve both the French Baccalaureate and the Louisiana high school diploma in an academically challenging and culturally diverse educational environment.

For more information about Lycée Français, please visit [www.lfno.org](http://www.lfno.org).

## SECTION 3: SCHEDULE AND TIMING

Because planning for the project is well underway, the Board and staff are considering an ambitious timeline for launching the campaign. Local firm, Blicht/Knevel Architects, is leading the project for the building and renovation of the Priestley site. Blicht/Knevel Architects specializes in the design of Healthcare, Educational, Religious, and Senior Living Facilities. The firm is currently working on the site master plan, construction plan to follow.

As part of your response to the RFP, please include feedback on the following timeline of approximate dates.

Proposals due:	10/28/16
Finalists selected and notified:	11/04/16
Meeting with Finalists:	11/09/16
Contract awarded:	11/11/16



Please address the following topics. You may submit additional information as desired.

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## SECTION 4: BACKGROUND

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- Brief company history and information.
- Outline specific services provided by you relative to a feasibility study and capital campaign.
- Experience with similar projects.

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## SECTION 5: FEASIBILITY STUDY

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- Describe your feasibility study process. Include how many interviews you'll conduct and whether you do any other fact-gathering other than interviews.
- How long will the study take to complete?
- How do you identify who to interview?
- What information and recommendations will be included in the Feasibility Study Report?
- What are your expectations of the school during the feasibility study process?

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## SECTION 6: CAPITAL CAMPAIGN

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- Describe your campaign process.
- What distinguishes your approach from those of others?
- What information and recommendations will be included in the campaign plan?
- What is the consultant's role and responsibilities during the campaign?
- Please identify the specific individual(s) that would be working day-to-day on this campaign.
- What are your expectations of the school's board and staff during the campaign process?
- Provide information regarding the resources and involvement that you will require from us.
- Provide any other services that may be considered as an added value to the school.

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## SECTION 7: STAFF, BOARD & VOLUNTEER DEVELOPMENT

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- Describe the training and support you provide for staff, board, and volunteers at various stages of the campaign.

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## SECTION 8: TRACK RECORD AND REFERENCES

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- Please provide a client list within the past five years.
  - Are you presently doing any work in New Orleans?
  - Please provide us with three client references we can contact including name, title, organization and telephone number.
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## SECTION 9: PRICING

- Outline your pricing and fee structure for this campaign.
- Provide a preferred payment schedule.
- Pricing should include ALL charges and outline special costs or optional add-ons.

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## SECTION 10: QUESTIONS

All questions pertaining to this proposal must be in writing and sent by email to: Keith Bartlett, Lycée Français *CEO/Principal* at [kbartlett@lfno.org](mailto:kbartlett@lfno.org) or Sofia Pena-Uijtenboogaard, Lycée Français *Director of Development* at [spenau@lfno.org](mailto:spenau@lfno.org). Answers will be posted on the website, along with the question, for everyone's accessibility.

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## SECTION 11: SUBMISSION

Proposals must be received by Friday, October 28, 2016 at 5 PM to be considered. Submit packets to: Keith Bartlett, Lycée Français *CEO/Principal* at [kbartlett@lfno.org](mailto:kbartlett@lfno.org) or Sofia Pena-Uijtenboogaard, Lycée Français *Director of Development* at [spenau@lfno.org](mailto:spenau@lfno.org) or via mail at Lycée Français de la Nouvelle-Orléans, ATTN: Keith Bartlett/Sofia Pena-Uijtenboogaard at 5951 Patton Street, New Orleans, LA 70115

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## SECTION 12: SELECTION CRITERIA

Firms may be requested to make oral presentations. The selection will rely on the bidders' qualifications and experience in awarding the contract, the quality of their RFP response and presentation.

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## SECTION 13: OWNER RIGHTS

Lycée Français expressly reserves the right to: (i) cancel this solicitation and/or reject all proposals submitted; (ii) accept any proposal or alternate as submitted without negotiations; (iii) accept or negotiate with all proposals submitted determined to be within the competitive range; (iv) require revisions to, corrections of, or other changes to any proposal submitted as a condition to its being given any further consideration; (v) reject submissions that contain conditions and/or contingencies that in LFNO's sole judgment, make the submission indefinite, incomplete, or otherwise non-responsive or unacceptable for award; (vi) waive minor irregularities in any submission provided such waiver does not result in an unfair advantage to a proposer; (vii) take any other action allowable by applicable law or regulation; or (viii) reject the submission of any proposer that has submitted a false or misleading statement, affidavit or certification in connection with such submission or this Request for Proposals. (ix) select for negotiation the overall best proposal or alternate submitted, in accordance the selection criteria; (x) negotiate with one or more proposers in any manner LFNO deems fit, (such negotiations may be concurrent or sequential as LFNO determines); (xi) solicit Best and Final Offers (BAFO) utilizing an appropriate procedure following the conclusion of any such negotiations specified in (x); or (xii) reopen negotiations after the BAFO procedure, if it is in LFNO's best interest to do so. No proposer shall have any rights against LFNO arising at any stage of the solicitation from any negotiations that



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take place, or from the fact that the LFNO does not select a proposer for negotiations. Proposers are advised that in no event, including, but not limited to, those events described in items (i) through (xii) of the preceding sentence, will LFNO reimburse the proposer for the cost of bid preparation, lost profits or consequential damages of any kind by virtue of LFNO not selecting an proposer to perform the work under this RFP.