

ERIE CANALWAY HERITAGE FUND, INC.
ERIE CANALWAY NATIONAL HERITAGE CORRIDOR

**Request for Proposals
To Perform Feasibility Study
For an Erie Canal Bicentennial Fundraising Campaign**

Purpose and Background

The Erie Canalway Heritage Fund, Inc., the not-for-profit partner of the Erie Canalway National Heritage Corridor ([Erie Canalway National Heritage Corridor :: Home](#)), seeks proposals from consultants to perform a feasibility study in advance of a potential multi-million-dollar capital and endowment campaign.

Bicentennial celebrations and legacy projects are being identified and planned now throughout a 500-mile-long upstate New York Corridor, including the World Canals Conference to be held in Buffalo in September 2025. Erie Canalway hopes to launch a significant fundraising campaign during the bicentennial period to fund various projects and initiatives, contingent upon the study findings and recommendations.

Erie Canalway's goal is to have the feasibility study complete by June 30, 2023.

Proposal Content

At minimum, the Consultant's proposal should address the following:

- ✓ Approach to developing and testing campaign goals and objectives through in-person and online interviews
- ✓ Approach to research identification of potential campaign donors and leadership, including individuals, corporations, and foundations
- ✓ Approach and possible materials used for study interviews (30-50)
- ✓ Approach/communication with Erie Canalway leadership as study is performed
- ✓ Proposed timeframes to complete tasks and what will be needed from Erie Canalway to facilitate
- ✓ Capacity and Experience: respondents must demonstrate proficient experience and capability in non-profit campaign fundraising planning, feasibility studies, donor research and writing
- ✓ References: respondents must provide summary of work performed and contact information for at least three recent clients that received similar services to those requested in this RFP
- ✓ Proposed costs: proposals should include all consulting fees, including any travel related costs and any other incidentals, along with a proposed payment schedule

- ✓ Proposed content of final deliverables, including at minimum:
 - Final written report with highlights as to why the campaign would generate interest and excitement; recommendations for campaign goals, strategies, and timelines, including proposed dollar amount (or range) that could be raised and breakdown of projections for numbers of prospects needed at various gift levels to reach gift goals set at each level
 - Summary of perceived Erie Canalway reputation and assessment of Erie Canalway's fundraising strengths/weaknesses (Board and staff levels)
 - Needs and recommendations for Erie Canalway capacity to implement successful fundraising campaign: personnel, resources, printed materials, etc.
 - (Respondents may include, but not required, their interest/potential role in campaign after the feasibility study is complete)

Inquiries and Clarifications

You may contact Bob Radliff at Erie Canalway with questions by emailing bob_radliff@partner.nps.gov up until February 17.

Proposals

Due no later than 5pm, February 24, 2023.

Proposals should be addressed to:

Bob Radliff, Executive Director
Erie Canalway Heritage Fund, Inc.
Erie Canalway National Heritage Corridor

USPS
P.O. Box 219
Waterford, NY 12188

Delivery Service (FedEx or UPS)
1 Delaware Avenue
Cohoes, NY 12047

Electronic submissions are acceptable: bob_radliff@partner.nps.gov

We reserve the right to reject any or all submissions and request any additional information or clarifications.

Thank you for your interest!
www.eriecanalway.org
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