

December 27, 2021

Erin Rauch, CPPB, VCO, CUPO
Assistant Director, Purchasing
George Mason University

SUBJECT: RE: RFP GMU-1773-22, Comprehensive Campaign Counsel

Dear Erin,

Please see our response to your negotiation letter dated December 16, 2021. Should you have any questions or require any additional information, please do not hesitate to contact me directly (443-838-1386).

Thank you again for considering Compass.

Sincerely,



ROBERT L. BULL, JR.

President

CC: Sandra Magnani; Sara Snyder

1. *Can you clarify your pricing and timeline? How did you arrive at this pricing? Is there an hourly rate per consultant?*

ORIGINAL:

The original fee proposed spanned a 24-month period, including the renewal/extension of existing contracts and providing fundraising counsel to the wider University community. Note: the original fees proposed are discounted (indicated in red) based on Compass' and Mason' existing partnership.

Line	Service	Total Service Fee	Monthly Fee for Jan. 22 - Jun. 22 (First 6 Months)	Monthly Fee for Jul. 22 - Dec. 23 (Following 18 Months)
A	Renewed Fundraising Counsel	\$285,000	\$47,500	\$ -
B	Current GMUF Board Assessment	\$72,000	\$12,000	\$ -
C	Readiness Assessment	\$135,000 \$105,000	\$22,500 \$17,500	\$ -
D	Feasibility Study	\$135,000 \$105,000	\$22,500 \$17,500	\$ -
E	Campaign Counsel	\$1,890,000 \$1,710,000	\$ -	\$105,000 \$95,000
F	Total Monthly	\$2,517,000 \$2,277,000	\$104,500 \$94,500	\$105,000 \$95,000

UPDATED:

This updated pricing reflects a 12-month scope of service for fundraising counsel, including a Readiness Assessment, a Feasibility Study, and Campaign Counsel solely for University Leadership.

Line	Service	Total Service Fee	Monthly Fee for Jan. 22 - Jun. 22 (First 6 Months)	Monthly Fee for Jul. 22 - Dec. 22 (Following 6 Months)
C	Readiness Assessment	\$105,000	\$17,500	\$ -
D	Feasibility Study	\$105,000	\$17,500	\$ -
E	Campaign Counsel	\$270,000	\$22,500	\$22,500
F	Total Monthly	\$480,000	\$57,500	\$22,500

Since its founding, Compass' business model is based on proposing a project fee structure to our clients. This practice is rooted in our belief that a nonprofit should maintain a separate campaign budget and estimate total fundraising expenses before launching the effort. This practice also honors philanthropic partnerships with donors by placing thoughtful parameters around fundraising investments and allows the nonprofit to calculate the cost-per-dollar raised at any point during the fundraising efforts. Compass' project fee structure is a not-to-exceed price; provides unlimited access to the team via email, teleconference, and videoconference; is all-inclusive of expenses; and remains the most competitive within the consulting industry.

Below please find a further explanation for how we derived the "updated" fee structure from the "original" submitted:

The timeframe of this initially proposed fundraising counsel has been **shortened to a 12-month period** to complete the Readiness Assessment and Feasibility Study, and simultaneously manage the preparation phase of the campaign.

Line A has been removed. It represented a proposed renewal of an existing contract for fundraising counsel over a six-month period while the Assessment and Study are being conducted and until further recommendations from both reports can inform future counsel. **This renewal will be negotiated separately with the Foundation based on its needs for the first half of 2022.**

Line B has been removed. It represents a current contract through June 2022 to conduct an Assessment for the Foundation Board. This contract and scope of work will continue as is with the Foundation Board.

Line C remains the same. It represents a discounted project fee (six months) to conduct a Readiness Assessment for George Mason University.

Line D remains the same. It represents a discounted project fee (six months) to conduct a Feasibility Study for George Mason University.

Line E has been adjusted. It represents Campaign Counsel provided exclusively to University Leadership, specifically the Offices of the President and University Advancement, to assist in the identification, strategy, and moves management of principal gift campaign prospects.

Again, the proposed fee structure spans only a 12-month period, and Mason should anticipate the need to renew at the same level of service and retainer for Campaign Counsel for an additional 12-24 months.

The fee structure to provide fundraising counsel on a wider scale is provided in question #2.

2. Please provide an hourly rate(s) for Mason departments that may need similar services during the period of the resulting contract.

Assuming “similar services” would not include conducting a Readiness Assessment and/or Feasibility Study, but rather provide fundraising counsel during the campaign to University units, a retainer fee of \$3,000 to \$5,000 monthly or \$36,000 to \$60,000 annually depending on complexity of the unit’s fundraising objectives. This retainer provides unlimited access to the team via email, teleconference, and videoconference and is all-inclusive of expenses.

Ancillary services to include subject matter experts, such as communications, research, and database operations, average \$175-\$250 per hour.

3. Mason is an educational institution and entity of the Commonwealth of Virginia. As such, we are obligated to ensure that all pricing and contractual elements meet our institution’s needs. With that in mind, please provide your best pricing for all services outlined in your proposal.

Please see “Updated” pricing structure under question #1.

4. If awarded a contract, do you agree that invoices will be paid Net 30 after services rendered/goods received. Progress payments for services rendered are also acceptable. Note that invoices must be received in Mason’s Accounts Payable inbox, acctpay@gmu.edu, and must reference a Mason purchase order number to be considered valid.

Compass concurs.

5. Do you have additional higher education references, specifically R1 institutions, that you can provide?

The references provided were chosen specifically to demonstrate Compass’ breadth of experience as fundraising counsel with various nonprofit organizations, and equally important, to show our commitment to serving organizations that are dedicated to justice, equity, diversity, and inclusion.

6. *Confirm your understanding that all travel expenses will only be reimbursed in accordance with the Commonwealth of Virginia's per diem rates and Mason's travel policies. <http://fiscal.gmu.edu/travel/>.*

Compass concurs. However, the fee structure proposed includes all expenses for the Compass team for the duration of the agreement, including travel, meals, and lodging for the Compass team's on-site visits.

7. *If awarded a contract, do you acknowledge, agree and understand George Mason University cannot guarantee a minimum amount of business?*

Compass concurs.

8. *Do you agree to sign Mason's Standard Contract (RFP Attachment B – Sample Contract) if awarded a contract?*

Compass concurs.

