



Abington Township Public Library

**Abington Township Public Library
Request for Proposals
Fundraising Consultant**

Proposal Information

Submittal Deadline:

Saturday, May 30, 2026

Submit Proposal to:

Elizabeth Fitzgerald

Executive Director

Abington Township Public Library

1030 Old York Road

Abington, PA 19001

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Background

The Abington Township Public Library (Library) has served the Abington and Rockledge communities since 1966. Located in eastern Montgomery County, the Abington Township Public Library serves a population of 61,000 in both Abington Township and Rockledge Borough. As one of the most heavily-used libraries in Montgomery County, the libraries, Abington Free Library and Roslyn Library, are widely recognized as innovative, vibrant places that provide outstanding service, an extensive collection of materials, and a talented, knowledgeable and friendly staff. The Library cultivates a community of patrons, friends, supporters, business and educational partners, staff, and volunteers who are committed to sustained, lifelong learning, personal achievement, study, and growth.

Abington Township Public Library employs 54 full and part-time employees. The Library is a municipal library with a seven-member Board of Trustees, appointed by the Abington Township Board of Commissioners. The Friends of the Abington Township Public Library have a strong history of supporting the Library for more than 50 years and have been critical to past capital campaigns in addition to giving significant annual gifts to the Library. The Library's 2025 operating budget is \$3 million, with 83% of funding provided by Abington Township.

The current main library facility, the Abington Free Library, is located strategically on Old York Road, a vital thoroughfare that connects Philadelphia with its northern suburbs. The site is located centrally in Abington Township and is in close proximity to the campuses for the Abington Senior High School and the Abington Middle School, the Abington Township Administrative Building, the Abington Police Department and Fire Department, Penn State University's Abington campus, and Abington-Jefferson Hospital. The Abington Free Library is roughly 26,000 square feet and is a full-service library, which also houses administrative staff, technical services, information technology hardware, and materials processing.

Abington Township Public Library is seeking to build a new facility on the site of the current Abington Free Library, as the library's operations and the needs of the community have outgrown the existing building. Additionally, the current building has reached the end of its useful life, requiring significant financial investment to repair and replace deteriorating infrastructure. Abington Township and the Abington Township

Public Library have received a Keystone Grant for Public Library Facilities for planning and design of a new main library facility. These funds, totaling nearly \$750,000 from the Pennsylvania Department of Education's Office of Commonwealth Libraries, will be matched with funding from the Library Board of Trustees, for a total of \$1.5 million. The Township also has pre-approved RACP funds reserved for library projects and intends to seek additional state, county, and federal grants as available and appropriate.

Funding for this project will be a public-private partnership. The Library has a history of successful fundraising and is pursuing preliminary funding commitments from public sources and individuals but requires additional philanthropic support from foundations, individuals, corporations, and community partners to complete the capital campaign.

Scope of Work

The Abington Township Public Library seeks the services of a qualified and experienced fundraising consultant to lead and support a comprehensive capital campaign raising \$15-\$20 million to fund the construction of the new main library facility. This is a two-part project requiring a **fundraising feasibility study** and the **planning and leading of a capital campaign**.

The selected Consultant will provide expertise in strategic campaign planning, donor cultivation, solicitation strategies, and campaign management to help the Library achieve its fundraising goals.

Objectives

The Consultant will work collaboratively with Library leadership, the Board of Trustees, campaign volunteers, and other stakeholders to:

1. Conduct a **feasibility study** and assessment of community philanthropic capacity:
 - Review of existing donor network and expansion of prospect list
 - Identify potential campaign leadership volunteers
 - Set a realistic campaign goal
2. Develop a **comprehensive capital campaign strategy** including:
 - Goal setting and budget projections

- Campaign timeline and phases
 - Donor identification, cultivation, and solicitation plans
 - Naming opportunities and recognition strategies that align with giving levels and facility components
3. Assist in **preparing campaign materials** such as case statements, proposals, and presentations.
 - Review existing gifting policies
 - Create a compelling case for support tailored to key donors
 - Provide input on the design of campaign materials
 4. Provide **training and support for campaign volunteers** and staff in donor engagement and solicitation techniques.
 5. Offer guidance on **major gifts, planned giving, and corporate sponsorships**.
 6. Provide **ongoing, boots-on-the-ground campaign management**, including monitoring progress and advising on adjustments to strategy as needed.
 7. **Engage with the Construction and Design Consultants** as necessitated by the overlap in project objectives and timelines.

Deliverables

The Consultant will deliver the following:

1. **Feasibility Study** to assess the current fundraising capability to include:
 - **Situation Analysis**, including existing assets, challenges, and opportunities related to the campaign.
 - **Donor Strategy and Prospect List**
 - A prioritized list of potential donors and funding sources
 - Individual donor strategies for cultivation and solicitation
 - A strategy for donor retention and recognition
 - A realistic campaign goal
2. **Case for Support** that includes documentation and precedent in support of the proposed strategy.
 - Tailored to multiple audiences—major donors, foundations, and corporate sponsors

- Messaging framework for marketing materials
3. **Campaign Plan**
 - Develop a comprehensive capital campaign that includes goals, timelines and milestones, fundraising phases, campaign case for support, recommended campaign committee structure, and metrics for tracking progress and support.
 4. **Naming Opportunity Plan**
 - A comprehensive donor recognition plan with a full list of naming opportunities tied to giving levels, policies and templates for naming agreements, and recommendations for internal approval process
 5. **Reports and Tracking Tools**
 - Monthly written campaign progress reports
 - Training for Library staff on use of existing donor management software, Bloomerang
 6. **Campaign Summary Report**
 - Submit a final summary report to the Board of Trustees at the conclusion of the capital campaign including:
 - Campaign timeline and activities
 - Total funds raised by sources and type
 - Key lessons learned and recommendations for maintaining donor relationships
 - Summary of naming opportunities fulfilled and those remaining

Proposal Deadline and Inquiries:

- Contact information for consultant(s) and firm.
- Executive summary of the highlights of the proposal, not to exceed one page, conveying the consultant's understanding of the purpose and expected outcomes of the project.
- Brief summary of history and related experience, as well as resumes for key personnel, and a minimum of three references.
- A work plan that includes a description of the proposed methodology, tasks, timeline, and estimated total amount of time that would be spent on the project.
- Identify consultant staff or subcontractors responsible for carrying out specific tasks.

- Briefly describe three projects recently executed by the firm for relevant public sector clients for whom you provided similar work in the last five years.
- Three client references for your firm or lead consultant, including the name, title, and telephone number of a contact person.
- Identify any potential conflict of interest.
- Describe any past or pending litigation with current or former clients, if any.
- Fees: Identify the total “Not to Exceed” cost. Include an itemization for the services broken down by phase and cost, costs for each consultant or subcontractor (as applicable), including the hourly/daily rate, as well as the total cost of services, supplies, materials, travel, and any other related expenses.
- Consultant should be registered at sam.gov and be eligible to work on local, state, and federally funded projects.

Timeline:

- RFP distributed: April 30, 2026
- Proposals due: May 30, 2026
- Review and award: June 30, 2026

Standards and Selection Criteria:

The proposal will be evaluated by the Abington Township Public Library’s Board of Trustees and will include the following criteria:

- Completeness of proposal
- Demonstrated knowledge, skills, and experience in conducting comprehensive capital fundraising projects for public libraries and other nonprofits or educational institutions
- Methodology and timeline for carrying out tasks in the scope of work
- Demonstrated ability to integrate and cooperate with other stakeholders and consultants
- Cost to complete the process
- References

The Library reserves the right to cancel the contract award at any time prior to the execution of the contract by both parties.

No Library staff or board member shall have a financial interest in this project.

The Library reserves the right to request clarification of proposal elements and select a consultant based on the submitted proposal or to negotiate further with one or more respondents as needed.

The Library reserves the right to reject any or all RFP responses.

The library reserves the right, at the end of the feasibility study phase, to decline to move forward with the capital campaign phase.