



**Austin
Sunshine
Camps**

**Request for Proposal
Capital Campaign Consultant Services**

**AUSTIN SUNSHINE CAMPS
2225 Andrew Zilker Road
Austin, Texas 78746
www.sunshinecamps.org**

Issued by: Austin Sunshine Camps (ASC)

RFP Due Date: November 7, 2025, at midnight CST

Submit Proposals To: erica@sunshinecamps.org

About Austin Sunshine Camps

Founded in 1928 by the Young Men's Business League (YMBL) of Austin, Austin Sunshine Camps (ASC) provides the magic of overnight camp without the barrier of cost. For nearly a century, ASC has offered children and families from under-resourced communities a place to learn, grow, and belong, at no cost to them.

Today, ASC operates two camp facilities:

- Zilker Lodge, located in Zilker Park, offering leadership and community programs in the heart of Austin.
- Lake Travis Camp, a rustic overnight camp providing outdoor adventure and personal growth opportunities for hundreds of youth each summer.

ASC is now preparing for its next major chapter: the creation of a third camp site in Central Texas, allowing ASC to nearly double the amount of campers it can serve each year.

Learn more about ASC's mission, vision, values, and strategic plan [here](#). Review ASC's latest Impact Reports [here](#).

Project Overview

Austin Sunshine Camps is embarking on a capital campaign with an initial goal of \$5 million to design, build, and launch the new camp in Central Texas. This new site will expand ASC's reach, deepen its impact, and serve as a long-term investment in youth development, community connection, and organizational sustainability.

The selected consultant must be based in or able to regularly travel to the Central Texas region, with the ability to attend key in-person meetings and site visits.

ASC seeks a qualified Capital Campaign Consultant to partner with leadership in planning, managing, and guiding all phases of this campaign, from early planning and feasibility through to completion of the public phase.

Scope of Work

The selected consultant or firm will work closely with ASC's CEO, CDO, Board of Directors, and campaign leadership to lead the strategy, coordination, and execution of the campaign.

Expected services include, but are not limited to:

Campaign Planning & Readiness

- Conduct a readiness assessment or feasibility study.
- Develop a detailed campaign plan including goals, case for support, timeline, and leadership structure.
- Advise on and support the recruitment of campaign leadership and volunteers.
- Refine messaging and materials aligned with ASC's mission and values.

Campaign Implementation & Management

- Guide and support the quiet phase of the campaign.
- Support creation of campaign collateral.
- Advise on donor cultivation and stewardship.
- Provide ongoing counsel and data tracking support.

Staff & Board Engagement

- Provide coaching and training to staff and board.
- Attend key meetings and donor strategy sessions.

Reporting & Performance Tracking

- Provide regular progress reports (monthly or quarterly) summarizing milestones, donor pipeline, pledges, and next steps.
- Review reports with ASC leadership for accountability.

Post-Campaign Stewardship & Sustainability

- Develop a post-campaign transition plan for donor stewardship, pledge fulfillment, and integration into ongoing fundraising.

Project Timeline

- RFP Released: October 2025
- Proposals Due: November 7, 2025, at midnight CST
- Consultant Selected: December 2025–January 2026
- Campaign Duration: Approximately 3 years

Proposal Requirements

Interested consultants or firms should submit a written proposal including:

1. Cover letter introducing your firm or practice.
2. Qualifications or resumes of key team members.
3. Proposed approach and methodology.
4. Project team and roles – identify all personnel, roles, and experience.
5. Your expectations of staff and board.
6. Project timeline and deliverables.
7. References from at least three past clients.
8. Fee structure and estimated costs, including travel or administrative expenses.
9. Finalists may be asked to provide proof of professional liability (Errors & Omissions) and general liability insurance prior to contracting.

Evaluation Factors

Proposals will be reviewed and evaluated by ASC's leadership team and members of the Board of Directors.

While no formal point system will be used, the following factors will guide our decision-making:

- Demonstrated experience leading successful capital campaigns.
- Alignment with ASC's mission and culture.
- Strength of proposed approach.
- Qualifications and availability of key personnel.
- Quality of references.
- Proposed fee structure and value for services.
- Capacity to begin work within the desired timeframe.

ASC reserves the right to request additional information or negotiate terms before selection.

Submission Instructions

All proposals must be submitted electronically in PDF format to erica@sunshinecamps.org no later than midnight (CST) on November 7, 2025.

Late submissions will not be considered.

Questions & Clarifications

Prospective consultants may submit written questions via email to erica@sunshinecamps.org no later than October 25, 2025.

All questions and ASC's responses will be shared via email with any party that has formally submitted questions.

Selection Process

ASC will review proposals and invite selected candidates to participate in interviews during November 2025. The consultant will be selected by January 2026.

Reservation of Rights

Austin Sunshine Camps reserves the right to:

- Reject any or all proposals.
- Negotiate modifications to proposals or scope.
- Modify or withdraw this RFP at any time.

Submission of a proposal indicates acceptance of these terms.

Confidentiality & Conflict of Interest

All information shared by Austin Sunshine Camps during this process is considered confidential and may not be disclosed or used for any purpose other than preparing a proposal.

Proposers must disclose any actual or potential conflicts of interest, including relationships with ASC staff, board members, major donors, or affiliated organizations. Failure to disclose such information may result in disqualification.

Contact

For questions about this RFP, please contact:

Erica Blue
Chief Executive Officer
Austin Sunshine Camps
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