



**Request for Proposal for
Donor Recognition Design + Installation
RESPONSES TO QUESTIONS:
Updated 7/19/2024**

Issuance Date: July 10, 2024

Facility Tour Date: July 29, 2024 at 1:00 PM

Due Date for Receipt of Questions: August 2, 2024 at 11:59 PM

Proposals Due: August 9, 2024 at 11:59 PM

Primary Project Contact:

Shauna Tilson, Director of Development

Phone: 276-477-1336

Email: stilson@EOco.org

Website: EOco.org

Address: PO Box 2034, Abingdon, VA 24212



1. Four types of campaigns are being recognized:
 - a. Capital Campaign (need 15 spaces)
 - b. Founding Donor Campaign (need 24 spaces)
 - c. Planned Giving (need 50 spaces and the ability to add more later if necessary)
 - d. Cumulative Giving (need 100 spaces and ability to add more later if necessary)
This group will be fluid, as members can move into different categories as they continue to give.
2. The levels within each of these giving types are as follows:
 - a. Capital Campaign: there are no levels within this group.
 - b. Founding Donors: Group is named EO's First 24. Levels include:
 - i. \$25,000 and Above
 - ii. \$15,000 - \$24,999
 - iii. \$10,000 - 14,999
 - iv. \$5,000 - \$9,999
 - v. \$2,400 - \$4,999

We do not know how many givers per level, as this campaign has not happened yet.

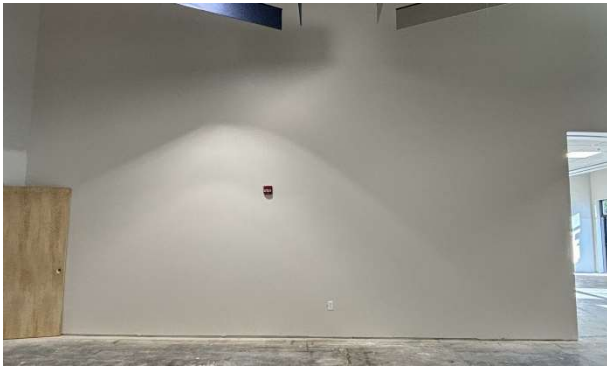
- c. Planned Giving Society: This group is called The Society of Endless Opportunity, and there are no levels within this group.
- d. Cumulative Giving: This group is called EO's Empowerment Circle and the levels are as follows:
 - i. \$5,000,000 and above
 - ii. \$1,000,000 - \$4,999,999
 - iii. \$500,000 - \$999,999
 - iv. \$100,000 - \$499,999
 - v. \$50,000 - \$99,999
 - vi. \$25,000 - \$49,999
 - vii. \$10,000 - \$24,999
 - viii. \$5,000 - \$9,999

We do not know how many givers per level as our giving programs are only just beginning.

3. We would like to include a breakdown of the giving levels and their dollar amounts.
4. There is no preference regarding names being larger based on gift size or all the same size. We are open to all creative suggestions.
5. There is no preference regarding names being alphabetical or randomly interspersed. We are open to all creative suggestions.



6. EO plans to add names periodically to all campaign types, apart from the capital campaign which is complete. As this is a new giving program, we are unsure of how many new names we anticipate adding per year.
7. The display will be indoor.
8. The displays can be wall mounted or free standing. We are open to all creative suggestions.
9. If the displays are wall mounted, we have three options which were listed in the RFP. Wall 1 and Wall 2 are located within the lobby outside of Career Commons, Here are the measurements for those walls:
 - a. Wall 1(to right of lobby): Usable space is 24ft. wide X 12ft. tall. We anticipate this area will be where the founding, planned giving, and cumulative giving groups will be displayed – however we are open to all creative suggestions.



- b. Wall 2 (to the right of welcome desk): 10ft. wide X 12ft. tall. We anticipate this wall or wall 3 will be where capital donor recognition will be, however we are open to all creative suggestions.





c. Wall 3 (entryway): Usable space is 3.5ft. wide X 10ft. tall on each side.



10. We do not have a specific desired size of display. We are open to all creative suggestions.
11. There is ample lighting in the areas listed within the RFP; however, we are open to lighting included in the design.
12. No windows would impact Wall 1 or Wall 2, but Wall 3 could be impacted by a glare from the entrance.
13. The design of the building is modern.
14. We do not have any copy decided on to accompany the displays; we are open to all creative suggestions.
15. Timeline – If possible, we would like to have displays installed by October 18th. If this is too tight of a timeline for both, we would at least like the Capital Donor display complete and installed by October 18th.
16. We are open to interactive digital displays if they are done in a creative and engaging way. There is access to electricity and data in the areas provided.
17. As this is a new program, we are limited on donor collateral. You may find additional donor information on our website at eoco.org.
18. We have not had any previous donor walls.
19. We are open to including graphics in the display – we are open to all creative suggestions.
20. The budget range is broad to encourage a variety of options from a variety of contractors. We are open to different types of solutions to our donor recognition needs and wanted to ensure potential contractors have flexibility in providing us those solutions.