



Door County Community Foundation seeks
**ASSOCIATION PROJECT
MANAGEMENT SERVICES**
for Alumni Door County,
a new consolidated alumni office for Door County's schools

I. General Information

- Project Summary: Alumni Door County (a fund of the Door County Community Foundation, Inc.) plans to award a contract for **Project Management Services** to facilitate the creation of a consolidated alumni association for all five rural public school districts in Door County, Wisconsin.
- Appropriate Contractors: The contracted Project Manager may be an individual, a non-profit organization, or a for-profit business.
- Due Date for Responses: Open. Proposals will be accepted until a contract is awarded.
- Inquiries to: Bret Bicoy
Door County Community Foundation, Inc.
bret@givedoorcounty.org
(920) 746-1786

This request is issued with the intent of awarding a contract. However, the quality of responses to this request will help determine whether this project will proceed. Hence, the Community Foundation reserves the right to reject any or all submissions.

II. Door County, Wisconsin

Door County is a rural county of nearly 30,000 residents whose population swells in the warmer months as it is a highly regarded destination for tourists and seasonal residents. Situated on the Door Peninsula which reaches out into Lake Michigan, Door County has nearly 300 miles of coastline, boasts five state parks, and one of the most active philanthropic sectors in the State of Wisconsin.

While many relish Door County as a vacation destination, it's also known for its thriving business climate energized with companies whose products are marketed locally and globally.

A century of shipbuilding serves as a solid foundation for a rapidly growing collection of manufacturing and service industries. A skilled workforce, brimming with ambition and a

strong work ethic, helps foster their success. Workers here are resourceful and well educated. The Sturgeon Bay campus of Northeast Wisconsin Technical College and the University of Wisconsin-Green Bay campus provide ample opportunities for continuing education and training.

The County is home to five public school districts: Sturgeon Bay (1,172 students), Southern Door (1,038), Sevastopol (694), Gibraltar (539), and Washington Island (68). Collectively, these five districts produce approximately 250 to 300 high school graduates every year.

For more information about Door County, Wisconsin visit www.doorcounty.com and www.doorcountybusiness.com.

III. Overview of the Concept

Working in partnership with the residents of Door County's five public school districts, the Door County Community Foundation, Inc. is considering the creation of a consolidated alumni association for all of our community's public school graduates. This new entity – known as Alumni Door County – will engage former students and the community at large in primary and secondary education in Door County.

Our goal is to create a virtuous circle. As more year-round and seasonal residents become connected with our local schools, volunteerism and charitable giving will increase. This allows the schools to invest more in the students of our community, thereby making Door County a more attractive place for people to live, work, and retire.

Alumni Door County is not meant to be a replacement for the current means of funding public schools, nor is it expected to finance the "core" functions of a school district such as books or teacher salaries. Rather, Alumni Door County is designed to engage people in efforts that enhance and extend the educational experience of Door County's children.

Our hope is that Alumni Door County will help both year 'round and seasonal residents understand how much our quality of life depends on a strong and vibrant educational system, thereby inspiring them to give back to our community.

IV. Mission of Alumni Door County

Alumni Door County seeks to engage and inspire our alumni, and all who care about our economic vitality and quality of life, to invest in education and our broader Door County community.

We accomplish this work by encouraging alumni, parents, grandparents, and anyone who cares about our community to give back to Door County by:

- Reaching out and engaging Door County's alumni
- Connecting our alumni with opportunities to thrive in Door County
- Connecting the community with opportunities to give back to Door County's schools

V. Structure

Alumni Door County is a component fund of the Door County Community Foundation, Inc., a 501(c)(3) public charity. As such, Alumni Door County enjoys the Community Foundation's administrative, financial, and office space support.

Alumni Door County operates completely independent of Door County's school districts but enjoys the support and endorsement of the superintendents and board presidents of all five of our local public school districts.

A Board of Advisors currently oversees the work of Alumni Door County. Should this initiative prove successful, we envision that that Alumni Door County will eventually spin-off from the Community Foundation to become a completely independent 501(c)(3) public charity with the Board of Advisors transitioning into a formal Board of Directors.

VI. Scope of Work

The ideal candidate will be able to develop and execute a plan to lead Alumni Door County to financial self-sufficiency, including the implementation of a fundraising program that will sustain the office beyond the term of this contract.

Working in partnership with the Alumni Door County Board of Advisors and the professional staff of the Community Foundation, we expect that our contracted Project Manager will lead us to accomplish the following:

Governance Goals

- Fully constitute and finalize a Board of Advisors drawn from the residents and/or alumni of all five of Door County's school districts
- Execute formal agreements with all five school districts on the collection, use, and sharing of alumni contact information
- Establish a formal process with all five school districts to collect news and stories about the respective schools and their alumni
- Execute formal agreements with the Door County Economic Development Corporation and the Door County Visitor Bureau to work together to engage alumni

Administrative Goals

- Create of a database of the alumni of Door County's schools drawn from school records and other sources
- Develop an online portal to accept donations
- Develop recommendations for a permanent staff structure
- Develop a long-term budget

Fund Development Goals

- Develop marketing and communications materials
- Identify and approach potential sponsors of alumni events, alumni magazine, etc.
- Build relationships with key potential benefactors working in partnership with the Board of Advisors
- Lay the groundwork for a larger campaign that is expected to follow to ensure the long-term sustainability of Alumni Door County

Short-Term Program Goals

- Work with vendors and/or other partners to oversee the creation and publication of the first two issues of a new Door County Alumni Magazine
- Implement a program to broadly disseminate school district news, alumni information, and Door County news using online and social media platforms
- Coordinate an alumni event for each school district
- Coordinate a county-wide alumni event

Long-Term Program Goals (plans started but not necessarily implemented as a part of this initial contract)

- Develop protocols for individual class year alumni events
- Potentially with the Volunteer Center of Door County, implement a volunteer engagement program to fill unmet school volunteer needs
- Potentially with the Door County Job Center, implement a program to promote job openings to alumni interested in returning to Door County
- Potentially with the Door County Economic Development Corporation, implement a program to promote entrepreneurship among alumni
- Potentially with Next Gen Door County, implement an early-career mentoring program for alumni that stayed in or returned to Door County
- With the Community Foundation itself, implement a legacy giving program to encourage alumni to include gifts to education in their estate plans

Please note that we fully expect that this scope of work will evolve organically as the contracted Project Manager, Board of Advisors, and Community Foundation work collaboratively to affect the creation of Alumni Door County.

VII. Appropriate Contractors and Formal Submission

The Community Foundation plans to execute a contract for a person or organization to “staff” this project during its formative stages. We are willing to consider proposals from individuals, non-profit organizations, and/or for-profit businesses.

If requested by our contracted Project Manager, an office, computer, telephone, basic office supplies, and meeting space can be made available at the Community Foundation. The Community Foundation can also handle financial transactions and provide limited administrative and marketing support.

If the contractor is a non-profit organization or for-profit business, the Community Foundation is willing to consider outsourcing all aspects of this project to the contractor.

To be considered, please submit a proposal (or resume and cover letter) including your relevant experience, appropriate references, compensation expectations, and suggested duration of the contract. Please also briefly addressing the following topics:

- What suggestions do you have about building a collaborative program that is designed to serve five separate and independent school districts?
- How might we engage Door County's considerable seasonal wealth in strengthening our local schools?
- How might we re-engage alumni of our local school districts that no longer live in Door County?
- What suggestions do you have about how we might transition the functions of Alumni Door County from this initial contract to a more permanent staff structure?

Inquiries and materials should be directed to Bret Bicoy of the Door County Community Foundation at bret@givedoorcounty.org. There is no deadline for submission. Proposals will continue to be accepted until a satisfactory contractor or individual is found. Given that there is considerable flexibility in how this project might be implemented, **it is highly recommended that potential contractors confer with Bret Bicoy of the Door County Community Foundation** at (920) 746-1786 prior to the development and submission of any materials for consideration.