

**Eastern Market Main Street**  
**Request for Proposal (RFP)**  
**Fundraising & Development Services**

Issue date: September 5, 2025

Proposal Due Date: September 19, 2025

Contact: Judy Thomas, Executive Director  
Eastern Market Main Street  
700 Pennsylvania Avenue SE, Ste. 2049  
Washington, DC 20003  
[judy@easternmarketmainstreet.org](mailto:judy@easternmarketmainstreet.org)

## **Request for Proposal**

By this Request for Proposals (“**RFP**”), the Merchant Row Association Corp. dba Eastern Market Main Street (“**EMMS**”), a District of Columbia nonprofit corporation, 501(c)(3) tax-exempt organization, is requesting bid proposals for fundraising and development services to assist and train staff with fundraising efforts, specifically event sponsorship.

The intent of this process is to select a fundraising and development consultant (“**Consultant**”) by October 1, 2025.

### **About Eastern Market Main Street**

Please find information about EMMS at <https://www.easternmarketmainstreet.org/about-us>.

### **Services Required**

EMMS is seeking assistance with fundraising efforts for the benefit of EMMS, specifically focused on identifying, pursuing, and securing sponsorships for the EMMS 2025-2026 schedule of events. Services will include training EMMS staff on event fundraising through sponsorships.

In specific, EMMS expects Consultant to lead efforts for seeking and securing sponsorships for the 2025-2026 schedule of events including, but not limited to:

- Attending and participating in conversations with staff and Board members about event and program planning as it relates to fundraising strategy;
- Creating or assisting with creating appropriate contact lists, templates, and check-lists;
- Creating and designing collateral and pitch materials to be used in seeking sponsorships;
- Developing processes and documentation for EMMS’ use in seeking future sponsorships; and
- Training EMMS staff on fundraising, specifically sponsorship, strategy and tools.

Services are to be provided in calendar year 2025.

EMMS has a not to exceed budget of \$8,000.

EMMS continues to re-build its post-pandemic fundraising systems, and thus a bid proposal should include, as an additional service that EMMS may elect to retain at its discretion, assistance with and staff training on other forms of fundraising.

### **Qualifications**

- Consultant must have demonstrated experience with fundraising for non-profit entities, and specifically with event sponsorship;
- Consultant must be familiar with the D.C. fundraising environment;
- Consultant must have experience working with nonprofit organizations with annual budgets of < \$1,000,000; and
- Consultant should have experience with creating and designing the collateral and/or pitch materials associated with seeking sponsorships or other types of fundraising.

## **Bid Proposal Requirements**

A bid proposal shall include the following information:

1. Consultant's bio;
2. A detailed statement of how Consultant's work and qualifications are particularly well suited to meet the requirements set forth in this RFP;
3. Three to five examples of related work that demonstrate the capacity to fulfil the requirements set forth in this RFP;
4. A list of clients for relevant services, with a description of the work provided, and contact information for the manager or supervisor overseeing the company's services and who EMMS can contact;
5. A description of tasks, meetings, and deliverables that will be provided and a schedule for performance;
6. Consultant's proposed fees, itemized for each major service area and/or deliverable; and
7. Summary of proposed team structure and staff roles and the names and qualifications of key staff who would work directly on the this project.

## **Bid Proposal Submission**

***Proposals are due not later than September 19, 2025***

Electronic submission of the proposal is encouraged and can be sent by email to Judy Thomas at [judy@easternmarketmainstreet.org](mailto:judy@easternmarketmainstreet.org). Mark the email subject line with "EMMS RFP for Fundraising Services – Bid Proposal".

If submitted by way of hand delivery or mail, offeror shall provide one (1) hard copy and one (1) digital copy (on a flash drive) of the proposal to EMMS' offices:

Eastern Market Main Street  
700 Pennsylvania Avenue SE, Suite 2049  
Washington, DC 20003  
Attn: Judy Thomas, Executive Director

EMMS reserves the right to reject any submission received late.

Written questions will be accepted not later than 5:00 p.m. EST on **September 12, 2025**. Answers to written questions will be sent out, in writing, to all interested bidders not later than **September 15, 2025**. Such answers will be deemed part of this RFP and incorporated into the contract as appropriate. To ensure a transparent and equitable flow of information, no phone calls or individual meetings will be accepted. Written questions may be submitted via e-mail to [judy@easternmarketmainstreet.org](mailto:judy@easternmarketmainstreet.org).

### **Factors for Award**

EMMS, in its sole discretion, may elect to have BAFO meetings with the finalist Consultants.

The award decision will be made based on best value, taking into account both price and the technical factors below.

Proposals will be rated and ranked based on the following technical factors:

1. Experience with fundraising similar to the requirements set forth in this RFP,
2. Demonstrated success in performing proposed work on time and in budget, and
3. Capacity to undertake this project.

Each technical item will be given an adjectival rating (Excellent, Good, Fair, or Poor) and each proposal will be given an overall technical score.

It is anticipated that the successful Consultant will be notified in writing of the award on or before October 1 2025.

Upon award, EMMS and the selected Consultant shall promptly execute a mutually acceptable written agreement in accordance with this RFP and the awardee's final bid proposal.

### **Reservation of Rights**

EMMS, in its sole discretion, shall determine which proposal provides the best value and demonstrates that the offeror possesses the experience and capacity to complete the project on time and within budget. EMMS reserves the right to award a contract to a higher bidder if its technical score offers the best value when considered in combination with price. Similarly, EMMS reserves the right to award a contract to a bidder with a lower technical score if its price offers best value when considered in combination with the technical score.

EMMS reserves the right to reject any and all proposals submitted, and to waive informalities, as it may deem in its best interests.

EMMS reserves the right to cancel this RFP at any time for any reason or for no reason in its sole and absolute discretion.

By participating in this RFP process, the offeror waives any claim or potential claim to damages of any kind arising in connection with this RFP.