Massachusetts Nonprofit Network

Selection, Conversion and Integration of Data Management and Communications Systems Request for Proposal
January, 2013

Deadline for receipt:

Proposals must be received via email before 9 AM on Monday, February 11.

Proposals should be addressed to:

Esther Hanig, Deputy Director, Massachusetts Nonprofit Network and emailed to: ehanig@massnonprofitnet.org. Subject line should read: Data Management System Conversion RFP

RFP Objective:

The Massachusetts Nonprofit Network wishes to select and implement a new data management system to replace its current system.

Introduction:

MNN would like proposals to break down the planning process into components with estimated time and pricing.

Responses to this RFP will be evaluated and the final decision made by key staff.

Inquiries:

Inquiries may be made via email. Please address all inquiries to: ehanig@massnonprofitnet.org. Please put the words "Data Management System RFP Inquiry" in the subject line.

Fees:

The resulting contract for a new data management system will define a not to exceed fee for services. The fee proposal must therefore include services, costs and incidentals including printing and travel costs.

Background:

Nonprofit organizations make critical contributions to the quality of life in Massachusetts by providing assistance to communities and individuals. In 2007, the Massachusetts Nonprofit Network was launched as a statewide organization to help strengthen these nonprofits so they

can better carry out their missions. The formation of the organization was the result of an extensive planning process involving the Boston Foundation and key nonprofit leaders.

MNN is a statewide membership organization of nonprofits from all sectors which include arts & culture, education and youth, environment, health, housing/community development, human rights, human services, and philanthropy.

MNN's three main goals are to promote the image of the nonprofit sector as efficient, effective, and essential; strengthen the nonprofit sector by engaging members in advocacy and affecting public policy initiatives, and build capacity in nonprofits across the state.

To realize its three main goals, MNN has a number of key activities. These include a statewide conference that attracts between 500-600 attendees, an event at the State House that publicly recognizes the role of nonprofits and where awards are presented to nonprofits that exemplify excellence in the sector, 5-8 regional meetings across the state, efforts to mobilize and engage public officials and nonprofit employees around issues that impact the work of nonprofits, efforts to promote the key role that nonprofits play in Massachusetts communities and to combat negative and inaccurate depictions of the sector, providing current, relevant and key information to nonprofit employees, connecting those providing key services for nonprofits with those organizations who are seeking those services, providing other opportunities for additional professional training, networking, and/or collaborating, and working to identify unmet needs and challenges that nonprofits face and the ways best to address those challenges.

MNN is funded through foundation support and earned income from member dues and event attendance fees. MNN is working to expand its membership base to best represent the sector and to increase its membership and event registration income to provide the revenue the organization needs to meet its mission.

Data Management & Communications System Conversion Objectives:

Our request focuses on three distinct phases (data management, integration with communications tools and web presence). The resulting product of each phase should be a system that is fully functional and not reliant on subsequent phases.

- Selection and implementation of a new data management system that is able to**:**
  - Capture and integrate constituent information at both the organizational and individual level; including but not limited to:
    - Basic organization and individual demographics, including sector, budget and geography
    - Membership status and history
    - Payment status and history
    - Attendance at MNN events
    - Involvement with MNN activities
    - Assigned MNN relationship manager
    - Other organization staff, by title or area of responsibility

- Legislative district
- Event Sponsorships

- Generate standard management reports (and ability to customize additional reports) related to:
  - Membership status (current, lapsed, prospects)
  - Recruitment
  - Retention
  - Organization characteristics, such as budget, region and sector
  - Payment
  - Engagement (e.g. event attendees, etc.)
  - Advocacy involvement
- Provide an integrated payment system for membership, event attendees, sponsorship and conference exhibitors that provides:
  - Event attendee lists that can be easily tracked and sorted
  - Tracking for attendance and payment
  - Reports on registration and payment trends
  - The ability to offer discounts
- Provide for a user friendly front-end experience for all MNN members and contacts, which allows members and contacts to easily:
  - Get member specific information
  - Update their information and records
  - Sign-up for event attendance
  - Sign up for event sponsorship
  - Sign up to exhibit at conference
  - Receive customized communications
- Provides for a simple, user-friendly back-end experience for MNN staff
- Provides for reliable back-up system, preferably cloud based

- Selection and implementation of low-cost, third-party communications programs that are fully integrated with the data management system, allow for targeted communications and which focus on:
  - Electronic communications (e-news, alerts, etc)
  - Event Management
  - E-Advocacy

- Redesign of MNN website so that it is integrated with the data and event management and third party programs with a focus on:
  - Clean design
  - Ease of use by front- and back-end users
  - Integration of social media
  - Ability to differentiate or "fire wall" information based upon membership status
  - Use of interactive components like event calendars, job boards, resource listing, resource sharing, etc.

Scope:

The data management system conversion plan should include, but not be limited to:
- Research and analysis about potential databases, related software
- Capacity for registration, payment and tracking for MNN events and sponsorships
- Recommendation for new system(s)
- Conversion from existing system to new system(s)
- Training to ensure that MNN staff to be able to proficiently use the new system

MNN is seeking a consultant who:
- Understands the needs of nonprofit member organizations
- Has extensive experience working with nonprofits on data management systems
- Has a proven track record of timely delivery

The proposal must include the following information:
1) Cover letter
2) Responding company name, address and contact information
3) Proposal of services with a preliminary timeline
4) Proposal fees
5) Names of individuals who would be performing the work under this contract and credentials for these individuals
6) Two references with contact information

MNN Statement of Intent:

MNN reserves the right to reject any or all responses to this Request for Proposal. MNN will not reimburse costs of preparing the consultant proposals. MNN reserves the right to cancel the award of the contract any time before the execution of the contract by both parties. Responding consultants bear sole risk and responsibility for costs incurred in the preparation and delivery of the proposal. MNN reserves the right to ask for clarification in the proposal if the need arises.