



Request for Proposals Feasibility Study FY2027 GSWISE

Girl Scouts of Wisconsin Southeast RFP

Dear Consulting Firm,

On behalf of Girl Scouts of Wisconsin Southeast (GSWISE), I am pleased to share our Request for Proposals for a Capital Campaign Feasibility Study. We are seeking an experienced fundraising consultant or consulting firm to help us assess the potential for a transformational capital campaign that will strengthen opportunities for girls throughout southeastern Wisconsin.

For more than a century, Girl Scouts has empowered girls to build courage, confidence, and character while developing leadership skills through STEM, entrepreneurship, outdoor experiences, and life skills programming. Today, GSWISE serves girls and volunteers across seven counties in southeastern Wisconsin and is exploring a bold vision for the future of Girl Scouting in our region.

As outlined in the attached RFP, we are considering a potential campaign in the \$10 million to \$30 million range that may include investments in camp and facility improvements, STEM and Dream Lab expansion, wellness and outdoor learning infrastructure, endowment growth, and advancement capacity. We are seeking a partner who can objectively assess our fundraising readiness, philanthropic opportunity, leadership capacity, and community support while helping us determine the most credible path forward.

We believe this work represents an important opportunity to shape the future of Girl Scouting in southeastern Wisconsin and are looking for a consultant who brings both strategic expertise and a collaborative, mission-aligned approach. Experience with capital campaign feasibility studies, youth-serving organizations, membership-based nonprofits, or multi-site organizations is especially valued.

Proposals are due by October 30, 2026, and questions may be submitted through October 9, 2026. The engagement is anticipated to begin in January 2027.

We would welcome the opportunity to learn more about your approach and experience. Thank you for considering this invitation. We appreciate your interest in helping GSWISE explore how visionary philanthropy can create lasting opportunities for girls across our communities.

In Service and Sisterhood,



Ana Simpson
Chief Executive Officer
Girl Scouts of Wisconsin Southeast

REQUEST FOR PROPOSALS

Capital Campaign Feasibility Study

Assessing the opportunity for transformational investment in girls across southeastern Wisconsin

Issued by	Girl Scouts of Wisconsin Southeast (GSWISE)
RFP issued	September 30, 2026
Questions due	October 9, 2026
Proposals due	October 30, 2026
Primary contact	Michelle Goetsch, Chief Financial Officer mgoetsch@gswise.org

Girl Scouts builds girls of courage, confidence, and character who make the world a better place.

1. Invitation and Purpose

Girl Scouts of Wisconsin Southeast invites qualified fundraising consulting firms and independent consultants to submit proposals to conduct a capital campaign feasibility study. The selected consultant will assess the organization’s fundraising capabilities, test the strength of the campaign vision and preliminary case, evaluate philanthropic appetite and leadership readiness, and recommend a credible path forward for a potential multi- million-dollar capital campaign.

2. About GSWISE

Girl Scouts of Wisconsin Southeast serves girls and adult volunteers across Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha counties. Through the Girl Scout Leadership Experience, girls build skills and confidence through STEM, life skills, outdoor experiences, and entrepreneurship.

GSWISE is entering a pivotal period. The Council has a strategic direction, an engaged Board, a strong community presence, and an ambition to invest boldly in the future of girls. It has also been approximately 40 years since the Council conducted a major capital campaign. GSWISE seeks an objective assessment of its fundraising capabilities and confidential stakeholder feedback to determine the opportunity, readiness, and conditions for a successful campaign.

3. About the GSWISE Advancement Office

The Advancement Office leads and supports GSWISE’s philanthropic growth through major gifts, annual giving, grants and institutional funding, corporate and civic partnerships, donor and alum engagement, stewardship, events, and fundraising operations. Current leadership and specialized roles include the Vice President of Philanthropy, Donor and Alumni Experience Program Manager, and Grant Writing Manager, with cross-functional partnership from executive leadership, finance, marketing and communications, and program teams.

The team currently uses DonorPerfect for donor and gift-management activities and Salesforce as an organizational constituent relationship platform. GSWISE is evaluating how its systems, data practices, reporting, research, and digital capacity should evolve to support stronger donor engagement, integrated constituent information, and future campaign readiness.

Five-year philanthropy revenue history is provided below. FY26 figures are as of July 31, 2026, and exclude United Way revenue, consistent with the source schedule.

Revenue source	FY22	FY23	FY24	FY25	FY26 as of 7/31
Individuals	\$124,323	\$155,781	\$174,817	\$239,321	\$121,239
Corporate & Civic Groups	\$168,083	\$194,825	\$252,395	\$195,341	\$168,073
Foundations	\$161,162	\$117,718	\$294,905	\$194,659	\$292,580
Planned Giving	\$49,907	\$5,540	\$425,855	\$4,749	\$62,575
In-Kind Donations	\$34,100	\$47,202	\$37,650	\$2,465	\$11,000
Special Events	\$158,765	\$160,105	\$167,391	\$97,660	\$45,326
TOTAL*	\$696,340	\$681,171	\$1,353,013	\$734,195	\$700,793

* Excludes United Way.

Additional donor, portfolio, pipeline, and retention metrics will be made available during the selection process or at project launch, as appropriate and subject to confidentiality considerations.

4. Vision and Preliminary Campaign Context

GSWISE is exploring a campaign that could secure transformational investment in the long-term strength, accessibility, and relevance of Girl Scouting across southeastern Wisconsin. The vision is not simply to improve buildings. It is to create places and experiences where girls can imagine what is possible, build skills for the future, explore the outdoors, strengthen their well-being, and lead with courage.

- Camp and facility capital needs across Council properties
- STEM Camp and Dream Lab investments that expand hands-on learning and career pathways
- Capital improvements that strengthen safety, accessibility, and program delivery
- Athletic, wellness, and outdoor learning infrastructure
- Endowment creation or expansion to support long-term fiscal health
- The advancement capacity, data, communications, and engagement infrastructure required to sustain philanthropic growth

Preliminary campaign range: \$10 million to \$30 million, subject to definition through leadership alignment, case development, assessment findings, and feasibility-study results. This range is a planning assumption, not a final campaign goal.

5. Scope of Work

The selected consultant will test the strength of the vision and case, donor confidence in GSWISE, philanthropic appetite, leadership readiness, realistic campaign range, and the conditions required for success. The scope should include:

- Perform an assessment of the organization's fundraising capabilities.
- Define study assumptions, preliminary priorities, campaign range, and stakeholder strategy.
- Review or help refine a compelling preliminary case for support that explains why these investments matter for girls and the region
- Co-create a potential donor list.
- Recommend the appropriate number and mix of confidential interviews based on the campaign range and prospect pool
- Conduct confidential interviews with selected donors, prospective major donors, Board members, volunteers, alums, corporate and foundation partners, community leaders, and other stake holders

- Test perceptions of GSWISE, confidence in the organization and advancement function, urgency of the proposed investments, and resonance of campaign components.
 - Assess lead-gift potential, volunteer campaign leadership, naming opportunities, alum and corporate engagement, timing, risks, and barriers.
- Evaluate the strength and depth of the prospect pipeline and recommend an achievable campaign goal range. Recommend campaign structure, stages, staffing, counsel needs, communications, and next steps.

6. Deliverables

- Study work plan, interview strategy, stakeholder list, potential donor list, and communications
 - protocol Assessment of the organization's fundraising capabilities, including strengths, material gaps, and readiness considerations
 - Preliminary case-for-support recommendations
 - Interview materials and confidential interview execution
 - Interim progress updates that protect interviewee confidentiality
 - Written feasibility report and executive summary
 - Recommended campaign goal range and confidence level
 - Go, refine, or delay recommendation, with conditions and risk-mitigation actions
 - Recommended campaign timeline, staffing model, volunteer leadership structure, and campaign stages Refined donor messaging, alum engagement narrative, corporate STEM partnership language, and leadership talking points
 - Presentation to executive leadership, Board leadership, the Fund Development Committee, and other designated groups
- Optional campaign-planning or counsel support, separately priced

7. Required Approach and Principles

The successful consultant will use a collaborative, mission-aligned, and evidence-based approach. GSWISE expects candor, discretion, practical recommendations, disciplined project management, and respect for staff workload. The consultant must maintain the confidentiality of individual interview comments and report findings thematically unless an interviewee expressly authorizes attribution.

8. Consultant Qualifications

Respondents should demonstrate experience conducting capital campaign feasibility studies and assessing fundraising capabilities for mid-sized to large nonprofits with complex fundraising portfolios. Experience with eight-figure campaigns, youth-serving organizations, multi-site organizations, membership organizations, or Girl Scout councils is preferred. Senior-level involvement throughout the engagement is required.

9. Proposal Requirements

- Executive summary and understanding of GSWISE's objectives
- Recommended scope, methodology, and rationale
- Work plan and schedule
- Recommended interview volume and mix, with related cost assumptions
- Approach to assessing the organization's fundraising capabilities and co-creating a potential donor list
- Project team, roles, senior-level involvement, and biographies
- Relevant experience and at least two comparable examples
- Specific experience with campaigns of \$10 million or more
- Deliverables and format of findings
- Information, access, and staff time required from GSWISE
- Total fee, payment schedule, reimbursable expenses, and optional services
- At least two client references, with no fixed maximum
- Disclosure of any actual or potential conflicts of interest

12. Engagement Schedule

Respondents should recommend an engagement schedule, including anticipated timing for the organizational assessment, case refinement, stakeholder interviews, interim reporting, final recommendations, and presentations. GSWISE anticipates that the engagement will begin January 4, 2027.

12. Submission Instructions

Submit one electronic proposal in PDF format to Michelle Goetsch, Chief Financial Officer, at mgoetsch@gswise.org with the subject line: GSWISE RFP Proposal - Capital Campaign Feasibility Study - [Consultant Name]. Questions must be submitted in writing to the same address by the deadline shown above.

13. Terms and Reservations

- GSWISE may amend, suspend, or cancel this RFP at any time.
- GSWISE may reject any or all proposals, request clarification, negotiate scope or fees, and select the proposal it determines is in the organization's best interest.
- All costs associated with preparing a proposal are the respondent's responsibility.
- Submission of a proposal does not create a contract or obligation on the part of GSWISE.
- The selected consultant may be required to sign confidentiality, data-protection, and conflict-of-interest agreements.

14. Closing

GSWISE is approaching this work with both ambition and discipline. We believe that investing in girls strengthens families, workplaces, communities, and the future of southeastern Wisconsin. We are seeking a partner who can listen carefully to our stakeholders, assess our fundraising capabilities, test what is possible, and translate a bold vision into a credible path forward.

Thank you for your interest in partnering with Girl Scouts of Wisconsin Southeast.



**Thank you for
your consideration
of support!**

Contact:
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