

**Portland Community College Foundation
Campaign Readiness Assessment RFP
Responses to Questions
July 2026**

Priorities & Case for Support

Is there a current strategic plan? How do you see the campaign's case for support being crafted? Can you provide any more detail about your outlined campaign priorities?

The PCC Foundation is entering the final year of our current strategic plan, "[Building a Brighter Future](#)." It is currently developing its next strategic plan, which will be informed by the campaign assessment. For reference, here is [Portland Community College's strategic plan](#), which does highlight the PCC Foundation.

As shared in the RFP, we anticipate that our campaign themes/ priorities will include: 1. expanding access to a PCC education, 2. strengthening supports for students, and 3. igniting the workforce to enhance regional vitality. Our [past three annual reports](#) (2022-23, 2023-24, 2024-25) have highlighted these themes.

Campaign Goals

What is the potential working campaign goal range, knowing that you are looking for the results of the project to help set an appropriate goal?

While the PCC Foundation has not officially developed a campaign goal range, it anticipates that a multi-year campaign that allows for a reach back of some gifts that were not recognized in our previous campaign would be between \$50-75M.

Feasibility Assessment Scope, Methodology, Mode & Sample Size

Do you have a target number of stakeholders to be interviewed? Is there a preference between in-person or virtual stakeholder interviews? Would you be open to a proven alternative process/method that may skew the timeline?

At this time, we would anticipate having 15-20 stakeholders participate in a feasibility study via interviews. While the preference is for interviews to be conducted in-person, we are confident many of our partners would be open to a virtual interview. Additionally, we would anticipate that the feasibility study may use other methodologies like surveys to engage a broader set of

stakeholders. We are open to reviewing proposals with alternative processes and methods for a feasibility study that would achieve similar results.

Board & Leadership Engagement, Governance & Staffing

What was the board's role in the last campaign? Were any current staff/board present for the last campaign? How do you foresee the board being involved in the campaign?

During our last campaign, our campaign committee was co-chaired by one of our trustees, with a handful of other trustees volunteering on the committee. Many of the other leadership volunteers held a role on the board or College board at one time. Our board supported campaign efforts by attending campaign events, serving as ambassadors for the PCC Foundation as well as making gifts to support various campaign initiatives. Due to term limits, no current trustee was on the board during our last campaign, but a few of our former trustees who participated in the campaign continue to participate in board committees. Six of our current 16 person staff were on the team during the last campaign, including two of the five senior managers.

During our next campaign, I would anticipate a similar level of participation from our current board with some serving on our campaign committee. Additionally, I would see our board continuing to serve as ambassadors and advocates for the campaign with a specific ask to make a meaningful gift during the campaign.

CRM, Systems, Donor Data & Prospect Research

What database do you use? How many active constituents are there? How many are donors? When was the last time you completed a wealth screening?

The PCC Foundation uses Blackbaud Raiser's Edge NXT. Currently, we have 180,000 constituents in our database. We communicate regularly with about 5,300 constituents and 18,000 of these constituents have made a gift. Since July 1, 2022, 3,400 unique constituents have made a gift. In our most recent fiscal year, 1,500 constituents made a gift.

It has been more than a decade since the PCC Foundation completed a wealth screening of our entire donor database. Smaller batches of records have gone through a wealth screening in the past decade, including a screening of 4,000 two years ago.

Fundraising Performance & Revenue Breakdown

Can you share more about past fundraising performance? Additionally, can you share more information about the largest gifts made during the previous campaign?

Please view our [annual reports](#) to learn more about fundraising performance. A statement of activities is included in our past three reports and a breakdown of revenue is also included in our 2022-23 and 2023-24 reports. Highlights from our previous campaign are captured in our campaign report found [here](#).

Consultant Partnership, Background & Preparation Material

What qualities are you most looking for in a consulting partner? What internal materials does the Foundation anticipate making available to support the internal readiness assessment? Would you be willing to schedule a Zoom meeting prior to the proposal deadline?

We are looking for a partner who has a strong track record of supporting comprehensive campaigns in mid-size organizations. While not a requirement, we are interested in working with partners with experience in community colleges, institutionally related foundations or other complex organizations. Finally, we are looking for a partner who works to truly understand our values, our value proposition, and the supporters in our region who give generously to make student success possible.

Once we begin our campaign assessment, we are looking forward to sharing materials and data related to our past campaign, current initiatives and other reports needed to make recommendations that are informed and thorough. At this time, we are not scheduling calls with potential consultants ahead of the proposal deadline.

Mode of Consultant Interviews and Finding Presentations

How will finalist interviews be conducted? Is there a preference between in-person or virtual final presentations?

The finalist interviews, to be held the week of August 17, will be conducted virtually via Zoom. Our strong preference is to have the campaign assessment findings and report delivered in person at our Foundation Board Retreat, set for February 10, 2027.

Schedule & Milestones

How do you see the holiday season playing a part in the timeline? Is there any flexibility with the timeline? Are there any key milestones to be aware of?

The PCC Foundation is generally committed to the timeline set forth in the RFP. We recognize with the holidays, scheduling and availability of donors may be limited, but we will work to support communications and expectations early in the process. Our Foundation Board Retreat has been set for February 10, 2027, and we would like to be able to share findings with our Board then, with a preview to leadership staff ahead of that milestone.

Project Budget

What is the budget range for this project? And, is there a budget set aside for subsequent counsel?

Currently, the PCC Foundation has a budget of \$50,000 for this project. We are open to proposals outside of that budget range. While there is not a dedicated budget in place for subsequent counsel, staff would work with our Board to prioritize campaign funding through either a special request or as part of our annual budget.