



Crossroads Charter Schools

Request for Proposals (RFP): Capital Campaign Contractor

Crossroads Charter School Community Center Campaign

Issue Date: March 20, 2026

Proposal Due Date: April 17, 2026, by 5:00 p.m. CT

Contact:

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1. Organizational Overview

Crossroads Charter Schools (CCS) is a public charter school network located in downtown Kansas City, Missouri, serving students in Pre-Kindergarten through 12th grade. Since its founding in 2012, CCS has focused on preparing students for success through high expectations, real-world learning experiences, creative culture, belonging, and strong community partnerships.

CCS believes that schools should be deeply connected to their communities. Our students participate in internships, community partnerships, and project-based learning experiences that prepare them to be positive contributors to their families, communities, and the world.

As our school community continues to grow, CCS is planning a new facility to support student wellness, athletics, community gatherings, and expanded programming.

2. Project Overview

CCS plans to construct the Crossroads Charter School Community Center, a gymnasium and multi-use facility that will serve students, families, and the broader Kansas City community.

The Community Center will support:

- Physical education and athletics
- Student wellness programming
- School and community events
- Real World Learning opportunities
- Community partnerships and engagement

To support this effort, CCS is seeking proposals from experienced capital campaign contractors/firms to guide planning and lead implementation.

3. Scope of Work

CCS seeks a capital campaign contractor or firm to lead, manage, and actively execute the Community Center capital campaign in close partnership with school leadership and the board of directors.

The selected contractor/ firm will serve as a hands-on campaign leader, responsible for driving the work forward, not solely providing recommendations. The contractor is expected to develop, implement, and manage campaign strategy, while coaching and supporting CCS staff and board members throughout execution.

The scope of work includes the following core responsibilities:

Campaign Planning & Feasibility

- Lead and conduct a comprehensive campaign feasibility study, including donor interviews and readiness assessment
- Analyze and present findings, including recommended campaign goal and strategy
- Identify, research, and prioritize prospective lead donors and funding sources
- Develop the campaign structure, including gift range charts and fundraising targets
- Create the campaign case for support and core messaging

Campaign Strategy & Execution

- Develop and manage a detailed campaign plan, including timeline, phases, and milestones
- Design and launch the quiet phase and public phase of the campaign
- Actively drive donor engagement strategies, including outreach planning and follow-up systems
- Build and maintain a live prospect pipeline, including tracking and next steps
- Partner with leadership to move prospects forward from cultivation to solicitation

Campaign Materials Development

- Develop and produce the campaign case statement and key donor-facing materials, including decks, one-pagers, and solicitation tools
- Ensure consistent messaging and branding across all campaign communications
- Prepare materials for donor meetings and presentations

Leadership & Board Engagement

- Design and build the campaign leadership structure and committee(s)
- Actively facilitate campaign committee meetings and ensure accountability
- Prepare board members for donor engagement, including talking points and meeting prep
- Coach and support board members in real-time donor outreach and solicitations
- Provide direct support for key donor meetings, follow-up, and solicitation planning

Major Gift Strategy & Implementation

- Identify and prioritize major gift prospects
- Develop individualized cultivation and solicitation plans for top donors
- Actively support and help lead donor meetings, follow-ups, and solicitations
- Track donor movement and ensure timely next steps
- Support stewardship planning and follow-up to help maintain and strengthen donor relationships

Campaign Management & Accountability

- Serve as the day-to-day campaign lead, ensuring consistent coordination, follow-up, and forward progress
- Establish and manage campaign tracking systems and reporting tools
- Monitor progress toward fundraising goals and adjust strategies as needed
- Provide regular progress reports to school leadership and the board
- Hold leadership and campaign volunteers accountable to goals and timelines

Ongoing Partnership

- Provide proactive leadership, not just reactive advice
- Bring solutions, tools, and direct support to move the campaign forward
- Serve as a strategic thought partner and implementation lead throughout the campaign

4. Deliverables

The selected firm will be expected to provide, at minimum, the following deliverables:

- Comprehensive Feasibility Study Report
- Detailed campaign plan with phases, timeline, milestones, and implementation strategy
- Campaign Case for Support and Donor Materials
- Active Donor Prospect Pipeline and Tracking System
- Campaign Timeline and Milestone Tracking Tool
- Campaign Leadership and Governance Structure
- Board and Staff Engagement Tools
- Major Gift Cultivation and Solicitation Plans
- Regular Campaign Progress Reports
- Ongoing Campaign Execution and Management

5. Desired Contractor Qualifications

CCS seeks contractors/firms with:

- Demonstrated experience leading successful large-scale capital campaigns
- Experience working with district schools, charter schools, or nonprofit organizations
- Proven track record securing major gifts and philanthropic funding
- Strong understanding of donor cultivation and campaign strategy
- Ability to work collaboratively with boards, staff, and community stakeholders
- Knowledge of Kansas City philanthropic landscape
- Based in Kansas City or the surrounding region preferred

6. Proposal Requirements

Interested contractors/firms should submit a proposal that includes:

Contractor/Firm Overview

- Brief description of the contractor/firm
- Relevant experience with capital campaigns
- Experience working with schools or education organizations

Approach and Methodology

- Description of the proposed campaign strategy
- Outline of services to be provided
- Proposed campaign timeline

Relevant Experience

- Examples of similar capital campaigns
- Campaign goals and outcomes achieved
- Client references (3 preferred)

Project Team

- Key personnel assigned to the project
- Relevant experience of each team member

Fee Structure

- Proposed fee structure
- Estimated total project cost, with pricing broken out by major phase or service area
- Description of any additional expenses

Timeline

- Estimated timeline for campaign planning and implementation support

7. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

Criteria	Weight
Relevant Capital Campaign Experience	30%
Proposed Strategy and Approach	25%
Experience with Schools/Nonprofits	15%
Team Qualifications and Capacity	15%
Cost and Value	15%

8. Timeline

Milestone	Date
RFP Issued	March 20
Questions Due	April 1
Proposal Deadline	April 17 at 5pm
Proposal Review	April 20-May 1
Finalist Interviews (if needed)	May 4-8
Contractor Selected	May 15
Project Timeframe:	Anticipated campaign support period of July 1, 2026–July 1, 2028

9. Submission Instructions

Please submit proposals electronically to:

Lea Petrie
Development Manager
Crossroads Charter Schools
lpetrie@crossroadsschoolskc.org

Subject line: Capital Campaign Contractor Proposal – Crossroads Community Center

10. Additional Information

CCS Charter Schools reserves the right to:

- Accept or reject any proposals
- Request additional information from applicants
- Conduct interviews with selected contractors/firms
- Negotiate scope and pricing prior to final selection
- Proposals are due by April 17, 2026, at 5:00 p.m. CT.