

REQUEST FOR PROPOSALS

Marketing Campaign to Increase Homeownership and Affordable
Housing Among District Government Employees & District
Government Employee Housing Registry

FY 2008

APPLICATION FORM

PARTS 1 AND 2

Part 1: Organizational Profile and Capacity

Use Part 1 of the application to provide basic information about your organization and to demonstrate its project management and administrative capacity.

Total Points Available in Part 1:
100

1. Provide basic information about your organization.

Name of Organization	
Year Established	
Overall Organizational Service Area	
Primary Contact Person/Title	
Site Address(es)	
Mailing Address	

(if different)	
Phone	
Fax	
Email	
Mission	

Application Certification:

Signature of Authorized Representative (staff) Date

Signature of Governing Board President or Chair Date

2. Provide information about the key staff at your organization who will have responsibility for this activity (add additional rows if necessary).				Points Available: 15
				Score:
Key Staff	Name	Title	Job Responsibilities	Years with organization
Number of Full-time Staff	2004	2005	2006	2007
Number of Part-time Staff				
Number of Staff Departures (excluding interns)				

<p>4. Provide information to demonstrate that your Board possesses: (1) skills and/or experience related to,marketing, affordable housing, and neighborhood revitalization, and (2) legal, business, and management skills required to oversee a significant partnership with the District government. As appropriate, describe key Board initiatives within the past three years that demonstrate these capabilities</p>	<p>Word Limit: 300</p>	<p>Points Available: 10</p>
<p><insert response here></p>		<p>Score:</p>

5. Please provide the following financial information about your organization.					Points Available: 10
					Score:
	2004	2005	2006	2007	
Annual Operating Budget					
Operations Surplus (deficit)					
Total Assets					
Net Assets					

6. Describe your organization's systems for managing finances, information, and administrative functions	Word Limit: 300	Points Available: 10
		Score:
<insert response here>		

7. Please provide information about your organization's major sources of funding (over \$10,000).					Points Available: 10	
					Score:	
2005		2006			2007	
Funder	Amount	Funder	Amount	Funder	Amount	

8. Provide contact information for three references from funding sources or other entities who are well acquainted with your organization's ability to achieve positive outcomes within a budget and who are willing to provide detailed information about your organization's capacity and performance ² .			
	Organization	Contact Person	Telephone
a.			
b.			
c.			

² DHCD reserves the right to act as its own reference (in addition to those listed) for any applicant.

9. Provide information about your organization's recent activities, demonstrating success in implementing performance-based outcomes. ³ Highlight recent accomplishments related to the proposed activities. Add additional rows and expand cells as necessary.					Points Available: 10
					Score:
Activity Name	Partner Organizations	Budget	Target Population	Start/End Dates	Outcomes/Deliverable Products

³ Activities listed should have start dates no earlier than 2005

<p>10. Describe the standards, indices, or measures you would use to determine if an activity has met its goal(s). Expand cell as necessary.</p>	<p>Word Limit: 200</p>	<p>Points Available: 5</p>
<p><insert response here></p>		<p>Score:</p>
<p>11. Describe your organization's systems for program management and tracking of accomplishments. Expand cell to an additional page as necessary.</p>	<p>Word Limit: 200</p>	<p>Points Available: 10</p>
<p><insert response here></p>		<p>Score:</p>

<p>12.a. Describe recent challenges faced by your organization and the process used to address those challenges.</p> <p>12.b. What are the most significant challenges facing your organization today, and how do you plan to respond?</p>	Word Limit: 300	Points Available: 10
		Score:
<p><insert response here></p>		

<p>Part 2: Proposed Activities and Outcomes for Marketing Campaign and Housing Registry</p> <p>Use Part 2 of the application to demonstrate both your knowledge of the need for these activities and your organization's ability to address those needs.</p>		<p>Total Points Available in Part 2:</p> <p style="text-align: center;">100</p>
<p>1. Describe the population that your organization has served in the past relative to homeownership and affordable housing.. Expand cell to additional page as necessary.</p>	<p>Word Count: 300</p>	<p>Points Available: 10</p> <p>Score:</p>
<p><insert response here></p>		

<p>2. Describe the benefits to District government employees and potential impact of the activities proposed. On what data are your assumptions based?</p>	<p>Word Limit: 300 words</p>	<p>Points Available: 20</p>
<p><insert response here></p>		<p>Score:</p>

<p>3. (a) Describe in detail the project or activities (marketing campaign, housing registry, and NEAHP) that your organization proposes to undertake through responding to this RFP. Provide some detail on the process by which these activities will be conducted. Explain why you believe these activities are needed and how they provide the benefits and impact identified in #2 above. Explain how the activities proposed are not duplicative with other initiatives in District government.</p>	<p>Word Limit: 800 words</p>	<p>Points Available: 25</p>
<p><insert response here></p>		<p>Score:</p>

(b) Please provide a brief work plan for the proposed activities in the space below (add additional steps as necessary).			
Major Tasks		Start Date	Complete Date
1.			
2.			
3.			
4.			
5.			
6.			

5. Describe your organization's experience in delivering similar outcomes, including the budgets required to deliver those outcomes..	Word Limit: 300 words	Points Available: 15
<insert response here>		Score:

6. Describe how your organization will leverage resources to support and enhance the outcomes envisioned by this project.	Word Limit: 300 words	Points Available: 10
<insert response here>		Score: