

Request for Proposals: Charity Program Coordination Delivered to the 2025 Philadelphia Marathon Weekend

Questions and Responses

Questions pertaining to the opportunity posted at <https://philacityfund.org/rfp-2025-marathon-charity/> were due by February 18, 2025. Responses to questions received can be found below.

1. How do you seek to improve the charity program? Are you looking for:
 - a) the development of a long-term vision for the type (or selection process for) the organizations ultimately selected/supported and/or
 - b) strategy development for ways to deepen engagement/support of selected organizations, and/or
 - c) something else?

Response: The Philadelphia Marathon Weekend team is seeking both an overarching strategy for the charity program which includes selection, support, and engagement with the organizations as well as the actual implementation of the program. Over the past 15+ years, the charity program for the Philadelphia Marathon Weekend has been run fairly informally and we are looking to formalize this program and take it to the next level. Bringing on a dedicated contractor to build out and implement this program with the goal of making the biggest impact possible and matching the prestige of charity programs run by the other top 10 races across the country.

2. What are the KPIs for success in the Charity Program Coordinator role beyond race registrations?

Response: While we have current KPIs for our charity program, we are looking to implement a brand new and improved program format through the work with this contractor. Therefore, we will be looking to develop new KPIs that align with the new program model, and we are open to co-designing those with the selected contractor. We welcome proposals to include proposed KPIs for success.

3. Can you provide data or insights on past charity partnerships, including fundraising totals and participation trends?

Response: The charity program in its current format has been running for 15+ years with around 20 organizations participating annually. We are open to further discussion on this topic in the next steps of the RFP process.

4. Are there specific challenges or pain points from previous charity program coordination efforts that you'd like to address?

Response: The scope included in the RFP aims to address the majority of the pain points and challenges that we are hoping to address by having a dedicated individual run this program moving forward. We are looking for innovative ways to run and implement this program to take it to the next level. We are also open to further discussion on this topic in the next steps of the RFP process.

5. Is the Coordinator responsible for recruiting new charities or is the focus on managing existing relationships?

Response: both

6. Is there a set budget range for this contract, or should we propose an expected cost based on our approach?

Response: please propose an expected cost based on your approach

7. Are there any cost-sharing expectations with charities, or will the Marathon cover all coordination-related expenses?

Response: For the current program year, the Marathon is covering coordination-related expenses, however, we're interested in exploring all compensation models. This can be included as a recommendation within submitted proposals

8. Will we have access to existing databases or CRM systems for managing charity partners, or is there an expectation to implement new tools?

Response: the PMW team is currently exploring and is open to implementing new tools

9. What are the integration requirements with Race Roster or other event management platforms?

Response: the PMW team is currently exploring and is open to implementing new tools

10. Is there a dedicated marketing budget for promoting the charity program, or is that expected to be included in our proposal?

Response: please include all aspects of program management into your proposal budget

11. Are there existing marketing assets and templates that charities must use, or can we propose new branding materials?

Response: both

12. What level of involvement do you expect from the Coordinator in social media or PR efforts related to the charity program?

Response: the PMW team has a dedicated social media and PR team, however, please include your recommendation for involvement with those teams into your proposal

13. What level of staffing support is expected during race weekend for Charity Village and Expo presence?

Response: The Charity coordinator and support team will need to be onsite for the majority of race weekend. Please include your needs/recommendations for support in your proposal. Note: The Expo and Charity Village are in two separate locations approximately 2 miles from each other

14. Will the Coordinator have decision-making authority regarding charity placement, booth assignments, and on-site branding?

Response: open for further discussion on this topic in the next steps of the RFP process.

15. Are there specific metrics or goals tied to on-site activation (e.g., audience engagement, fundraising impact)?

Response: open for further discussion on this topic in the next steps of the RFP process.

16. Are there any required compliance or reporting standards beyond financial transparency and charity verification?

Response: Please see section V of the RFP for Contract Requirements. The selected vendor will be expected to provide a post-race report and to document all processes and policies related to the program. Beyond this, the contractor will be expected to work closely alongside the PMW team which includes regular communication, meetings, reports, and update sharing. The cadence of these reports and updates will be established after the vendor is selected. Additional reporting expectations may be established dependent on the proposed program model and design. We are open to further discussion on this topic in the next steps of the RFP process.

17. Are there opportunities for long-term involvement beyond this RFP, such as consulting on broader fundraising initiatives?

Response: yes, open for further discussion on this topic in the next steps of the RFP process. The PMW team posts RFPs based on programmatic needs on an annual basis.