



Request for Proposals

Strategic Planning Consultant

Overview

Under our shared brand of Washington Conservation Action (WCA), WCA and the Washington Conservation Education Fund (WCAEF) requests proposals from qualified strategic planning consultants to conduct a comprehensive and inclusive process for the purpose of developing a Strategic Plan that will guide our organizational work for 2026 through 2029. The Strategic Plan will guide objectives, strategies, and metrics for both WCA and WCAEF. The purpose of the Strategic Plan is to make progress on our organizational vision for environmental justice to protect people and nature as one.

The selected consultant will assist WCA and WCAEF in all aspects of developing the Strategic Plan as described in the Scope of Work below. WCA and WCAEF are soliciting proposals for these services in accordance with the terms, conditions, and instructions set forth in this Request for Proposals.

About Washington Conservation Action and Washington Conservation Action Education Fund

We are a statewide environmental advocacy organization that advances environmental policies and pushes for actions that equitably address climate pollution, restore Puget Sound, sustain our state's forests, and protect our democracy. For Washington to remain a national leader on environmental issues, we need environmental champions in elected office and to hold our leaders accountable. To keep our environment protected, healthy, and vibrant, we are committed to supporting Native candidates, candidates of color, and environmental leaders seeking election.

In January 2023, Washington Conservation Voters and Washington Environmental Council unified under a shared brand—Washington Conservation Action. This evolution builds on our 50 years of work and history of bringing people together to solve Washington's most critical environmental issues. We develop, advocate, and defend policies that ensure environmental

progress and justice by centering and amplifying the voices of the most impacted communities. Washington Conservation Action is a 501(c4) organization. Washington Conservation Action Education Fund is our 501(c3) partner organization. Together, we advance a shared vision for a Washington state where nature and people live in balance for the flourishing of all.

Scope of Work

1. Needs Assessments for 501c3 and 501c4 organizational partners
 - Conduct surveys and necessary interviews with current and former board members, staff, donors, foundation partners, Tribal Nations leadership, and organizational partners to gather insights on past successes, challenges, and aspirations for the organization.
 - Analyze internal and external factors affecting the organization, including funding trends, political landscape, market demands, and stakeholder expectations. WCA/WCAEF will submit SWOT analysis to include in analysis
2. Strategic Planning Sessions
 - Facilitate strategic planning sessions with a workgroup consisting of board members and staff to identify and refine strategic priorities and goals. At least one session will be conducted in-person.
 - Planning sessions should include:
 - Defining or refining the organization's mission, vision, and values.
 - Review of needs assessment and environmental scan for context and building shared understanding of the data.
 - Facilitate an overview of strategic planning process to WCA and WCAEF boards and staff
3. Strategic Plan Development
 - Draft comprehensive 501c3 and 501c4 strategic plan documents based on the outcomes of the needs assessment and strategic planning sessions.
 - Define clear goals, objectives, strategies, action plans, and tracking tool for the duration of the strategic plan, taking into account each organization's growth trajectory, funding landscape, and political environment.
4. Review and Feedback
 - Share the draft strategic plan with external key stakeholders and Tribal Nations leadership for review and feedback.
 - Incorporate feedback and revisions to ensure the strategic plan reflects the collective vision and priorities of the organization.
5. Finalization and Adoption

- Finalize the strategic plan document, including executive summaries and visual aids for communication purposes.
- Present the finalized strategic plan to the Board of Directors for approval and adoption.

Deliverables

- Needs Assessment Report: Summary of stakeholder interviews, environmental scan, and other findings.
- Draft Strategic Plan Document: Comprehensive plan outlining mission, vision, values, goals, objectives, strategies, and action plan for both the 501c3 and the 501c4.
- Final Strategic Plan Document: Revised and approved strategic plan with executive summaries and visual aids.

Timeline

Open period to submit proposals	Oct 29, 2024 through November 22, 2024
Contract Awarded	December 2024
Needs Assessment Phase	January 2025 through February 2025
Strategic Plan Development	March 2025 through May 2025
Review and Finalization Phase	June 2025

Service Period

The period of performance for the strategic planning consultant will begin no later than January 1, 2025 and end by June 30, 2025.

Proposals and inquiries may be sent to stratplanRFP@waconservationaction.org and must be received by November 30, 2024 for consideration.

Proposal Submission Requirements

Interested consultants are asked to submit proposals consisting of the following:

- **Cover letter** including contact information, any exceptions to the outlined scope of work, and disclosure of whether your firm is a minority-owned business enterprise.
- **Firm or Consultant Background** describing your qualifications to conduct the proposed scope of work and citing any examples of past related experiences.

- **Statement of Proposed Work** outlining your methodology and work plan to achieve the scope of work and deliverables described in this RFP in accordance with the timeline.
- **Budget** that estimates the total costs of completing tasks proposed in the workplan, broken out by major tasks, activities, and deliverables. Please also include a requested payment schedule tied to project milestones and/or deliverables.
- **Two examples of previous work product** that are similar to the scope of work requested within this RFP.
- **References** with contact information for at least three individuals who can speak to their experience with the consultant in conducting projects of similar scope.

Qualifications

Consultants should be experienced in working with organizations in the development of a long-term strategic plan that is built on inclusive needs assessment and environmental landscape processes, centering race equity and inclusion. The successful proposer will work directly with the Strategic Planning Committee and the CEO of Washington Conservation Action to ensure all activities in this project are completed.

A consultant should possess the following qualifications to be successful:

- Experience successfully developing consensus-based strategic plans that place equity at the forefront and consider every decision through an equity lens
- Experience gathering and utilizing data from an array of stakeholders from diverse backgrounds and expertise, valuing lived expertise as much as learned expertise to inform the strategic planning process
- Knowledge of Washington's political landscape and its key players, and/or experience working with policy-oriented environmental nonprofit organizations
- Strong facilitation and listening skills
- Experience with change management and project management
- Knowledge of communications, branding, budgeting, and resource development

Budget:

Total costs for this project should be kept to \$90,000 or less.