

Conservation Corps Minnesota & Iowa
2024-27 Strategic Planning and Mission Review
Request for Proposals



www.conservationcorps.org

Contact:

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RFP Release Date: September 22, 2023
Proposal Submission Deadline: October 13, 2023

Background:

Conservation Corps Minnesota & Iowa (CCMI) is a 501(c)(3) nonprofit organization and AmeriCorps grantee that engages hundreds of youth and young adults each year in programs and initiatives that improve access to outdoor recreation, restore natural habitat, protect waterways, and respond to community needs and natural disasters.

Our Vision: A world where everyone has equitable access to nature, is equipped to succeed in career and life, and is empowered to make a difference in conserving natural resources.

Our Mission: To engage youth and young adults in meaningful service, leadership development, and environmental stewardship.

Our Core Values:

- Safety
- Service
- Respect
- Equity
- Community

Scope of Work:

CCMI is seeking proposals from qualified consultants or consulting firms to provide strategic planning services that encompass a comprehensive review of our organization's mission, goals, and strategic direction. The chosen consultant will work closely with the Board of Directors Executive Committee and staff Senior Leadership Team to guide the organization through the strategic planning process.

The minimum scope of work will include project items 1-4. The project budget for this scope of work is \$25,000. Project items 5 and 6 will be considered as potential additions to the project and the estimated costs for each of these items should be identified as a separate line items in the project proposal budget.

1. Mission Review:

- a. Conduct an in-depth analysis of our current mission statement.
- b. Facilitate discussions with key stakeholders to understand their perspectives on our mission's relevance and effectiveness.
- c. Provide recommendations for refining and updating the mission statement to better align with our organization's goals and aspirations.

2. Situation Analysis:

- a. Evaluate the internal and external environment affecting Conservation Corps Minnesota & Iowa, including strengths, weaknesses, opportunities, and threats.
- b. Identify emerging trends and shifts in the youth and young adult workforce and nonprofit sectors that could impact our organization's strategy.

3. Stakeholder Engagement:

- a. Facilitate focus groups, surveys, and interviews to gather insights from staff, volunteers, partners, and community members.

- b. Analyze stakeholder feedback to identify shared values and priorities for the organization's future direction.
- 4. Strategic Goal Setting:**
 - a. Work collaboratively with the Board of Directors Executive Committee and staff Senior Leadership Team to establish clear and measurable strategic goals and objectives.
 - b. Develop a framework for tracking progress and outcomes related to the identified goals.
- 5. Implementation Plan:**
 - a. Create a detailed roadmap outlining the steps required to achieve the strategic goals.
 - b. Recommend strategies for resource allocation, capacity building, and partnership development.
- 6. Monitoring and Evaluation:**
 - a. Propose metrics and key performance indicators (KPIs) to assess the success of the strategic plan.
 - b. Develop a plan for ongoing monitoring, evaluation, and adjustments to the plan based on progress and changing circumstances.

Proposal Requirements:

Interested consultants or consulting firms are requested to submit a proposal that includes the following:

1. **Overview and Approach:** A brief overview of your understanding of the project's objectives and your proposed approach to conducting the mission review and strategic planning process.
2. **Consultant Qualifications and Background:** Details about your experience in providing strategic planning services for nonprofit organizations, particularly in the nonprofit or environmental sector.
3. **Timeline:** A proposed timeline for completing the mission review and strategic planning process, including key milestones and deliverables.
4. **Budget:** A detailed budget that outlines your fees per project component, expenses, and any additional costs associated with the project.
5. **Fee structure:** Describe your billing rates and procedures for additional activities that may come up during the period, or whether these occasional services are covered in the proposed fee structure.
6. **Team:** Provide names of the staff who will be assigned to our process and biographies.
7. **References:** Contact information for at least three references who can speak to your past work in strategic planning for comparable nonprofit clients.

Submission Process:

Proposals must be submitted electronically in PDF format to Erin.Anderson@conservationcorps.org by **October 13, 2023**. Late proposals will not be considered.

Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- Demonstrated experience and expertise in nonprofit strategic planning.

- Clarity and thoroughness of the proposed approach.
- Alignment with the organization's mission, values, and equity commitments.
- Proposed timeline and feasibility.
- Budget competitiveness.
- Strength of references.

Questions and Clarifications:

Questions regarding this RFP should be directed to Erin Anderson at Erin.Anderson@conservationcorps.org by October 9, 2023.

Proposal Evaluation:

All responses received by the deadline will be evaluated by representatives of Conservation Corps Minnesota & Iowa. Proposals will first be reviewed for responsiveness to determine if the minimum requirements have been met. Proposals that fail to meet minimum requirements will not advance to the next phase of the evaluation. CCMI reserves the right, based on the scores of the proposals, to create a short-list of vendors who have received the highest scores to interview, or conduct demonstrations/presentations. CCMI reserves the right to seek best and final offers from one or more responders. A 100-point scale will be used to create the final evaluation recommendation.

Mandatory Requirements (Scored pass/fail):

The following will be considered on a pass/fail basis:

1. Proposals must be received on or before the due date and time specified in this solicitation.
2. The proposal is complete and includes all seven (7) required components:
 - a. Overview and Approach
 - b. Consultant Qualifications
 - c. Timeline
 - d. Budget
 - e. Fee structure
 - f. Team
 - g. References

Evaluation Factors:

Proposals will be evaluated on a 100 point scale, weighted as follows:

- Budget competitiveness (30 points)
- Clarity and thoroughness of the proposed approach (30 points)
- Demonstrated experience and expertise in nonprofit strategic planning (15 points)
- Proposed timeline and feasibility (10 points)
- Alignment with the organization's mission, values, and equity commitments (10 points)
- Strength of proposed project team (5 points)

Note:

This RFP is not a contract and does not obligate Conservation Corps Minnesota & Iowa to select any consultant or firm. CCMI reserves the right to accept or reject any or all proposals received as a result of this request.