



## **Request for Proposals, Diverse Elders Coalition Virtual Strategic Planning**

### **Brief Project Overview:**

The Diverse Elders Coalition (DEC) is a coalition of national nonprofit, 501(c)(3) agencies, dedicated to improving Aging for our communities as racially and ethnically diverse people, American Indians and Alaska Natives, and lesbian, gay, bisexual and/or transgender (LGBT) persons. Founded in 2010, the Diverse Elders Coalition (DEC) advocates for policies and programs that improve the quality of life of the aging populations in our constituent communities.

The DEC (<https://www.diverseelders.org/>) is seeking to hire a consultant/consulting agency to guide our 2021 strategic planning process, including identifying the coalition's priority advocacy areas, priority program areas, and plans to increase direct engagement with diverse elders from the DEC's member communities. Through this process, we seek create a roadmap for what we want to accomplish in the next three years. Advancing age, racial, gender and other forms of equity is a core commitment for the DEC.

### **Scope of Work:**

DEC seeks proposals for a consultant team that will guide the DEC's next strategic planning process and accomplish the following:

- Review existing feedback from January 2021 DEC principals strategic meeting.
- Collect feedback from key DEC and member organization staff and principals on the strategic direction of the organization from 2022 – 2024.
- Coordinate, plan, and facilitate virtual strategic planning meetings with the DEC staff and principals to identify and develop goals for the DEC's:
  - Priority advocacy areas
  - Priority program areas
  - Plan to increase direct engagement with diverse elders from the DEC's communities
- Build consensus with DEC staff and principals to update the Diverse Elders Coalition's vision statement/Theory of Change.
- Develop an extensive 3-year Strategic Plan for internal organizational use.
- Work with DEC staff and principals to develop an actionable, operational plan as to what measurable goals and outcomes DEC should accomplish in 2022 – 2024.
- Develop a shorter version of a Strategic Plan that outlines core strategies, advocacy focuses, and outcomes for public distribution.

**Desired Qualifications from Applicants:**

- Extensive experience with organizational development, strategic planning, group facilitation, and proposal writing for nonprofit organizations.
- Significant expertise in or commitment to racial equity, including working with diverse stakeholders, and a deep commitment to making meaningful change for immigrant, refugee, and communities of color.
- Experience with organizations staffed by and that engage with people of color, American Indian and Alaska Natives, and LGBT people.
- Ability to lead a process with a clear vision and implementation plan, working independently as the designated lead on the work, while simultaneously staying in close communication with DEC National Director to ensure alignment.

**Timeline:**

DEC will accept proposals until July 6, 2021, with interviews and feedback expected to occur between July 15 – August 31, 2021. The engagement will begin on September 13, 2021 with final deliverables due by December 17, 2021.

**Budget:**

As a nonprofit, competitive pricing will be a key determinant in our selection. Please provide an itemized budget of the costs to complete the outlined Scope of Work.

**Process for applying:**

Consultants who wish to be considered should provide a proposal, with a clear statement of how they plan to address the stated objectives in the Scope of Work, as well as relevant responses to the Consultant Requirements.

The proposal must also include:

1. Information about you/your team’s relevant industry experience
2. Clearly articulated philosophy on strategic planning
3. Description of your proposed project methodologies, especially in collecting key stakeholder input
4. Biographies of the key team members who would be assigned to this project
5. Description of projects completed within the last five years that are similar in scope or client
6. Itemized budget for the project

Please submit all proposals directly to Lauren Pongan, National Director, at [Lpongan@diverseelders.org](mailto:Lpongan@diverseelders.org) “Proposal for DEC Strategic Planning” in the subject line. Proposals will be accepted until July 6, 2021 @ 11:59 pm Pacific.