



Request for Proposals Strategic Plan Refresh and Strategic Communications Plan

TITLE: NCECF Strategic Plan Refresh and Strategic Communications Plan

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ISSUING AGENCY: NC Early Childhood Foundation
514 Daniels Street #173
Raleigh, NC 27605
(919) 895-3290
mgrant@buildthefoundation.org

For consideration, proposals must be emailed to mgrant@buildthefoundation.org by **October 25, 2019 at 5 PM EST.**

INTRODUCTION

The North Carolina Early Childhood Foundation (NCECF) is a six-year-old organization dedicated to building a foundation of opportunity and success for every child by the end of third grade. We believe that gains in early childhood policy and investment require three key strategies.

- **Promote Understanding.** NCECF engages business, faith, law enforcement, and community leaders as early childhood champions to effectively communicate the broad societal impact of policies that affect early development and learning.
- **Spearhead Collaboration.** NCECF leads and supports state and local collaborations – bringing together birth-through-eight health, family support, and education leaders across government, policy, private, nonprofit, philanthropic and research sectors – to advance a shared vision and course of action for maximum impact for children and families.
- **Advance Policy.** NCECF provides policymakers, advocates, business leaders and the public with research and analysis about the impact of federal and state birth-to-eight policy and innovations proven to achieve results for young children.

The purpose of this Request for Proposals (RFP) is to acquire the services of a qualified contractor to engage NCECF's Board of Directors, staff, and, as appropriate, key partners, in a strategic plan refresh (current plan expires in January 2020) and strategic communications plan.

SCOPE OF WORK

Key Deliverables: The strategic planning refresh process should lead to a written three-year plan outlining the strategic initiatives and supporting goals which will provide the framework to guide recommendations for building out a strategic communications plan moving forward (using existing and/or building new communications tools). It should include the following elements all rooted in an explicit, though not exclusive, racial equity frame:

Strategic Plan Refresh:

- **Strategic Impact:** Desired time-specific impact of the organization, outlining specifically where NCECF can have the greatest impact with a corresponding rationale. This should be based on developing a theory of change.
- **Strategic Priorities:** Specific actions and activities to achieve desired impact. These core lines of business should be those that add the greatest value to community leaders, policymakers and funders.
- **Performance Measures:** Measurable milestones of progress toward intended impact.
- **Resource implications:** Financial, human, and organizational needs and map plan to secure them.

Strategic Communications Plan:

- **Full analysis of current communications assets:** Make recommendations on potential readjustments to keep a consistent voice, tone and message consistency.
- **Audience and Marketing Map:** Identify key stakeholders., overarching message, desired communication goals.
- **Core Messaging and Message Guidance:** Ensure that NCECF's mission is clearly communicated, including across the organization's initiatives.

Contractor should identify the core question to be answered for each element in order to create an actionable plan that is both aspirational and attainable, with clearly defined implementation steps and ownership.

Required Process Elements: The process for creating the strategic plan refresh and strategic communications plan should include, at a minimum, NCECF and the consultant considering together questions such as the following:

- ***Environmental scan.***
 - Who and how many individuals will be included in the scan?
 - How will the scan be conducted?
 - How will results be analyzed, summarized and presented?

- ***Planning process.***
 - Who will be included in strategy sessions?
 - How many sessions will be held over what period of time?
 - How many will be in-person sessions verses phone calls?
 - For in-person sessions, what will be included in the detailed process agenda?
 - How will results of sessions be analyzed, summarized and presented?

- ***Final plan preparation and presentation.***
 - How and when will the plan be drafted and designed?
 - How will the final plan be presented, by whom and to whom?

QUALIFICATIONS

The Contractor must have demonstrated competency in performing services defined in the Scope of Work Section of this RFP and/or subcontract or partner with other(s) who do. Contractor should provide the name, address, and telephone number for a reference for three projects completed in the last year.

PROPOSAL REQUIREMENTS

The response to this RFP shall consist of the following sections:

- Cover Letter
- Background and Experience of Contractor
- Project Staffing and Organization
- Technical Approach and Project Timeline
- Cost Proposal

1. Cover Letter

Each proposal must include a cover letter, signed and dated by an individual authorized to legally bind the Contractor. The cover letter must contain a statement that the person signing the proposal is a legal representative of the Contractor and is authorized to bind the Contract.

2. Background and Experience of Contractor

This section shall include background information on the organization and should give details of experience with similar projects. A list of three references (including contact persons, addresses and telephone numbers) for whom similar work has been performed shall be included.

Submit verification of the Contractor's Federal Taxpayer Identification Number (TIN), preferably a copy of the IRS letter assigning the federal tax identification number or a letter signed by an official on agency letterhead indicating the federal tax identification number

and the Contractor's legal name. (*Note: If you don't have a Taxpayer Identification Number, please provide your Social Security Number)

3. Project Organization

This section must include the proposed staffing, deployment and organization of personnel to be assigned to this project.

The Contractor shall provide information as to the qualifications and experience of all executive, managerial, and professional personnel to be assigned to this project, including resumes citing experience with similar projects and the responsibilities to be assigned to each person. Include a management/manpower summary that clearly specifies the number, type and time commitment of individual personnel who will be assigned to this project.

4. Technical Approach and Project Timeline

This section shall include the Contractor's approach to accomplishing the tasks outlined in the RFP, including (but not limited to) an outline of the proposed approach, a process for board, staff, and partner engagement, and a description of the components of the final plan. A description of each task and deliverable and the schedule for accomplishing each shall be included.

NCECF's goal is to complete the strategic and business planning process in a three-month period – by May 1, 2020. Please include a detailed timeline with the proposal.

5. Cost Proposal

Cost competitiveness will be a factor considered in the bid selection process. The cost proposal shall contain:

- Personnel Costs (including hourly rates and total hours for each individual/position)
- Travel and Subsistence Expenses
- Other Costs (e.g., office expenses)
- TOTAL COST A total not-to-exceed cost representing the maximum amount for all work to be performed must be clearly indicated.