



Request for Proposal for
STRATEGIC PLANNING
Native American Food Sovereignty Alliance

IMPORTANT DATES

RFP Release Date	April 04, 2025
Proposal Submittal Due Date	April 23, 2025
Project Awarded	May 01, 2025
Fiscal Year Ending	December 31, 2025

Address:

Native American Food Sovereignty Alliance

P.O. Box 675

Flagstaff, AZ 86002

(928) 224-2958

Request for Proposal (RFP): NAFSA Strategic Planning

Issue Date: 04/04/2025

Submission Deadline: 04/23/2025

Proposals Submitted:

- **Email:** info@nativefoodalliance.org

For Questions and Further Information:

- **Name:** Ted Wright
 - **Title:** Executive Director
 - **Email:** ted@nativefoodalliance.org
 - **Phone:** (928) 224-2958
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1. Introduction

The Native American Food Sovereignty Alliance (NAFSA) is a national network of Indigenous leaders dedicated to restoring food systems that support Tribal self-determination and community wellness. We believe in empowering communities as they foster traditional, Indigenous food practices to ensure sustained well being for our future generations.

We envision a future where Indigenous peoples exercise their inherent right to self-determination, fully controlling their traditional foodways. Rooted in our ancestral knowledge, we strive to ensure the persistence of food security, cultural continuity, and environmental sustainability.

2. Project Overview

The Native American Food Sovereignty Alliance is seeking a well-qualified and experienced individual or firm to lead strategic planning efforts for the organization. This will be a phased effort resulting in a three-year detailed strategic plan.

3. Scope of Work

The selected contractor will be responsible for:

1. Project Management
2. Design/execution of a strategic planning process that meets the criteria outlined
3. Development of a three-year strategic plan that includes a budget for implementation
4. Development and execution of a support structure for plan implementation

4. Project Stages and Target Audience

NAFSA envisions the scope of work to be completed in three stages. Work completed in each of the stages will be summarized in a report to the Leadership Council, NAFSA's Board of Directors. As a national, remote organization the majority of the work will occur in a virtual environment, with a likelihood of one in-person meeting towards the final stages of the project when reporting and engaging feedback from the Leadership Council.

We have two express qualifiers: individuals or firms with (1) knowledge of and experience with Indigenous Food Systems and (2) a demonstrated record of conducting strategic planning for American Indian, Alaska Native tribes, or Indigenous organizations. Those meeting both criteria will be well-suited to undertake this work outlined in the following stages:

Stage 1: Pre-Planning

This stage requires the consultant to research and report the following in preparation for the strategic planning session. Items to be considered:

- Review of organization's history, interviews of current leadership team & staff and overall assessment through gap or SWOT analysis of the organization to evaluate opportunities or concerns.
- Research the level of need for the nonprofit's services in the Indigenous food sovereignty community and analyze any areas where services provided overlap with those provided by other organizations
- Benchmarking the nonprofit with other similar sized nonprofits with a similar focus

Stage 2: Strategic Planning Creation

At this stage, the consultant helps the nonprofit identify strategic goals and create an actionable strategic plan. The plan will include:

- An executive summary
- A comprehensive plan that identifies:
 - Mission and Vision
 - SMART (specific, measurable, achievable, realistic, and time-limited) Goals
 - Objectives
 - Strategies
 - Tactics
 - Listing of responsible parties & roles
 - Outcomes
 - Measurables
- Optional items to the plan would include
 - Resource Development strategies
 - Communication strategies

Stage 3: Implementation & Evaluation follow-up

This stage requires the consultant to assist the nonprofit by providing oversight of the implementation & evaluation process. This process should include:

- Follow-up sessions with nonprofit leadership to gauge the progress of the implementation at 6 and 12-month points after plan delivery
- Gathering of any measurables that would give indication of successful implementation

4. Proposal Requirements

Interested parties should submit a proposal that includes:

- **Qualifications and Experience:** A summary of relevant experience, particularly with nonprofit organizations and Indigenous communities. Qualifications of all consulting staff who will be assisting with the project such as; education, position within consulting firm, years & type of experience.
- **Approach and Methodology:** A detailed description of how the tasks outlined in the Scope of Work will be accomplished.
- **Project Plan & Timeline:** A project plan that demonstrates a clear understanding of the work to be performed, estimated hours, an estimated timeline including key milestones, and other information relevant to the project
- **Fee Structure:** A comprehensive breakdown of costs, including any anticipated expenses. An hourly rate should be proposed, but the project should not exceed 250 hours total for all phases. And the proposer may indicate different hourly rates for team members, as desired. The proposed rate should be in-line with the general range for strategic planning for small non-profits.
- **References:** Contact information for at least three clients from similar projects.

The proposal must also include the following specific information:

General information- The proposal should provide the name of the consultant, title, address, phone number, email address, and website, if one exists. The name and email address for any team members assisting in the project should also be included.

Consultant Qualifications & Roles- The proposal must describe the consultant's qualifications such as work activities, expertise, knowledge, and experience. Experience should include examples of similar related nonprofit work.

Some key qualifications that will be considered:

- Education (degree(s) and/or certificate(s))
- Experience in successfully developing strategic plans
- Knowledge of collective impact or collaborative strategic initiatives

- Strong facilitation skills
- Experience in creating a neutral environment for obtaining input
- Experience in gathering and utilizing data to drive the strategic process
- Ability to constructively challenge key stakeholders
- Experience in inspiring others to thinking innovatively
- Project management experience

Work Plan- The proposal should include a detailed description of the activities to be conducted

by the consultant to complete the work.

- Specific activities to be conducted at each stage
- Sample timeline for the activity at each stage
- List of milestones & deliverables tied to the activities
- Proposed payment schedule tied to project milestones & deliverables

References- Information regarding each reference should include the individual's name, address, phone number and email address.

Previous Work Product- The proposal should include at least 1 sample of a previously completed strategic plan. Portions may be redacted to protect private information as needed.

5. Submission Instructions & Process

Please submit proposals electronically in PDF format via email to Marian Bitsui, Director of Communications, at marian@nativefoodalliance.org before the closing submission date. The subject line should read: "Proposal Submission – NAFSA Strategic Planning."

Proposals are due by 3:00pm on **Monday, April 23, 2025**

Late or incomplete submissions will not be accepted. It is the responsibility of the bidder to ensure that the response is received by the closing date and time. A response may be judged and excluded from further consideration if it is not received by the deadline or does not follow the format outlined above.

Inquiries:

Inquiries concerning submission of this RFP should be directed to Marian Bitsui at: Marian.bitsui@nativefoodalliance.org

For any questions or clarifications regarding the scope or criteria for this RFP, please contact Ted A Wright at ted@nativefoodalliance.org or (928) 224-2958.. All inquiries should be made by 4/10/2025, and responses will be provided by 4/14/2025.

6. Evaluation Criteria

Proposals will be reviewed regarding the following:

- Alignment with NAFSA's mission and values.
- Demonstrated experience and expertise.
- Clarity and feasibility of the proposed approach.
- Reasonableness of the fee structure.
- Feedback from provided references.

Proposals will be evaluated on the following criteria:

- Qualifications (35%)
- Scope of Proposal (25%)
- Work Plan (25%)
- Budget* (15%)

**(Proposals will be entertained within the range: \$20,000- \$30,000)*

Criteria for Selection:

NAFSA will select the proposal based upon which one it feels will deliver the highest quality deliverable at the best value. Proposals will be initially reviewed by a selection committee designated by the Executive Director. Recommendations will be made by the committee to the Leadership Council for final approval.

Pricing will be a significant consideration but not the only criteria in evaluating the proposal. The proposal will be awarded to the qualified bidders whose proposals are most advantageous to the NAFSA with price and other factors considered.

7. Timeline

It is expected that a bidder will be selected within 2 weeks of the closing submission date, although this timeline is subject to change. NAFSA reserves the right to cancel the RFP at any time.

- **RFP Issue Date:** [04/04/2025]
- **Proposal Submission Deadline:** 04/23/2025
- **Selection of Contractor:** 05/01/2025
- **Project Commencement:** no later than 05/12/2025

8. Additional Information

For any questions or clarifications regarding the scope or criteria for this RFP, please contact Ted A Wright at ted@nativefoodalliance.org or (928) 224-2958.. All inquiries should be made by 4/10/2025, and responses will be provided by 4/14/2025.

Ownership & Confidentiality

All intellectual property will become the property of the nonprofit organization receiving services. All data remains the sole property of the nonprofit organization. The consultant shall

agree to keep information related to this process in strict confidence, including, but not limited

to, the terms of the contract and any confidential business information or proprietary information that has been gathered on this project.

Conflict of Interest

The bidder must disclose any possible conflicts of interest that may result from the award of this contract or services provided under this contract. Except as otherwise disclosed in the proposal, the bidder affirms that to the best of their knowledge there is no actual or potential conflict between the bidder, a bidder's team member working on the project or its family's business or financial interests and the services provided under this contract. In the event there is a change in either interest or the services provided under the contract, the bidder will inform the NAFSA regarding the possible conflicts of interest, which may arise as a result of such change and agrees that all conflicts shall be resolved to the NAFSA's satisfaction or the bidder may be disqualified from consideration of this RFP.

Right to Reject

NAFSA has the right to reject any and all responses received in response to this RFP.

Confidentiality

If the bidder deems any material submitted to be proprietary or confidential, the bidder must indicate this in the relevant sections of the response.

Conditions of Proposal

All costs incurred in the preparation of a response to this RFP are the responsibility of the bidder and will not be reimbursed by NAFSA.