



Park Pride Strategic Planning Consultant Request for Proposals (RFP)

ORGANIZATION OVERVIEW

Park Pride is a nonprofit organization dedicated to improving parks and greenspaces in Atlanta and DeKalb County. Founded in 1989, Park Pride's mission is to engage communities to activate the power of parks. The organization supports local parks through community engagement, capital improvements, education and advocacy, park design services, and volunteerism, with a focus on equitable access to quality parks and greenspaces.

CONTEXT FOR THE STRATEGIC PLAN

As Park Pride looks to the future, it seeks to develop an *adaptive* strategic plan to guide its long-term efforts over the next 5 years, and near-term actions and priorities over the short-term (18-24 months). The plan should help establish performance metrics for, and provide a basis for continual monitoring of, priority initiatives and projects. The plan should also include potential downside scenarios factoring in risks rooted in external uncertainty (political, environmental, etc) and also those that involve knowledge gaps that could help shape needed investment in organizational capacity (e.g., measurement and evaluation, branding and website).

This framework will focus on building upon the success of the recent [Parks for All](#) Comprehensive Campaign and ensure that Park Pride has the necessary resources to continue at the current level of staffing and programmatic impact.

REQUESTED SERVICES AND EXPECTED DELIVERABLES

The Consultant will work with Park Pride's board of directors and staff to develop a strategic framework that includes:

- **Long-term Vision:** Establish a clear long-term vision for the organization, identifying key organizational priorities and objectives.
- **Two-Year Priorities:** Establish a clear direction for the next two years that identifies key organizational objectives and milestones. Determine what people and capabilities the organization needs and how it can remain financially sustainable while pursuing a strong and inclusive culture.

- **Actionable Strategies:** Develop specific, actionable strategies and initiatives to achieve the identified goals. Define clear, measurable outcomes for near-term objectives and milestones to determine success. Establish goals for key outcomes and correlated outputs.
- **Adaptive Planning Framework:** Provide tools and frameworks for making strategic decisions in dynamic environments considering changing economic, socio-political, and financial circumstances.
- **Conditions for Success:** Identify critical success factors and assess the greatest risks to the strategic plan.

KEY STRATEGIC CONSIDERATIONS

- **Role of Park Pride:** Define Park Pride's role in achieving its vision relative to other organizations, government agencies, and community partners. Highlight areas where Park Pride is uniquely positioned to make an impact.
- **Organizational Evolution and Capacity Building:** Integrate new organizational structures, operating models, technologies, funding streams, legal agreements, and other capacity-building needs.
- **Diversity, Equity, and Inclusion:** Develop strategies to deepen commitment to diversity, equity, and inclusion throughout Park Pride's programs, people, and processes.
- **Funding Strategies:** Identify sustainable funding strategies for Park Pride's programs and operations. Set conservative and stretch funding goals based on strategic scenarios.
- **Strategic Relationships and Partnerships:** Assess existing and identify potential new key strategic relationships and partnerships necessary to achieve organizational goals.
- **Marketing & Branding:** Use this opportunity to more clearly articulate and define Park Pride's value proposition and ensure that the strategic plan is easily understood by the Board, Staff, Donors, Partners and other stakeholders.

CONSULTANT ACTIVITIES

Park Pride anticipates the following engagement structure over an estimated six-month duration. Park Pride's senior leadership team will be available to make critical path decisions throughout the duration of the engagement.

- Review background materials, including prior strategic plans, annual reports, and relevant data on Park Pride's programs and financials.
- Work with Staff members of the Strategic Planning Committee to conduct a SWOT analysis or similar assessment
- Engage the full Board and staff with an internal survey.

- Compile and analyze internal survey results and prepare a report to share findings with Board and Staff.
- Develop and execute plan to engage with key stakeholders through surveys and in-depth interviews, including donors, government/partner organizations, and community leaders.
- Compile and analyze external survey results and prepare a report to share findings with Board and Staff.
- Facilitate monthly meetings with the Strategic Planning Committee, and 2 meetings/retreats with the full Board and Staff to develop and adopt strategic priorities.
- Board will provide final approval of the strategic plan.
- Create an Executive Summary of the strategic plan that can be shared with donors, staff, elected officials, community members, and other key stakeholders

SUBMISSION REQUIREMENTS

Proposals should include:

- An overview of the Consultant's qualifications and experience.
- Examples of similar strategic planning work completed for other nonprofit organizations.
- Experience working with similar organizations engaged in comparable equity work a plus.
- A proposed work plan and timeline for developing the strategic plan.
- A detailed budget, including a breakdown of costs.

EVALUATION CRITERIA

Proposals will be evaluated based on:

- Consultant's relevant experience and qualifications.
- Quality and feasibility of the proposed work plan.
- Understanding of Park Pride's mission and strategic needs.
- Cost-effectiveness of the proposal.

SUBMISSION DEADLINE

Proposals must be submitted by **Tuesday, September 10, 2024**. Please send any questions and final proposals to: Hannah Wynelle Studdard, Executive Assistant (hannah@parkpride.org). Please submit any questions by **Wednesday, August 21, 2024**. Answers will be posted publicly on our website no later than **Tuesday, August 28**.