



RFP for Strategic Planning Consultant

The Presidential Precinct, a non-profit organization based in Charlottesville, Virginia, seeks proposals to facilitate a strategic planning process, to begin in the first quarter of calendar year 2025. The successful applicant will perform the work under a short-term contract for services.

About Us

The Presidential Precinct engages and inspires emerging leaders to address the most pressing challenges in their countries. We seek to draw out the best from these leaders through professional fellowships, leadership exchanges, global forums, and virtual resources with six primary areas of focus: women's empowerment, economic opportunity, good governance, human rights and justice, cultural heritage, and civic engagement.

Over 1,400 leaders from more than 170 countries have joined the Presidential Precinct's programs and returned home to invest their knowledge, expertise, and networks to transform the lives of millions worldwide. The Precinct sits at the center of a five-member consortium, consisting of two premier universities – the University of Virginia and William & Mary – and three internationally renowned historic sites – James Madison's Montpelier, James Monroe's Highland, and Thomas Jefferson's Monticello.

Planning Posture

The Presidential Precinct is a mature organization that recently emerged from a year-long leadership transition, with a new President & CEO and Director of Development. The purpose of the strategic planning exercise is to reaffirm or revise the Presidential Precinct's core values and focus areas; set programming goals and objectives to balance government-led programs and strategic partnerships with corporations and foundations; improve the Presidential Precinct's management of its program pipeline to balance planning, implementation and alumni engagement; and articulate roles and responsibilities for Presidential Precinct staff. The strategic plan will provide the value proposition for CY2025 fundraising and expansion of the Presidential Precinct's Board of Directors, and should also guide engagements with the Presidential Precinct's Global Advisory Committee members and its consortium members.

Scope of Work

This planning effort should focus on the Presidential Precinct's growth and impact for calendar years 2025-2027, producing a report on the following elements:

- Current Operations: staffing, programming, fundraising, communications, operations
- Strategic Positioning: mission, vision, and governance
- Projected Financials
- Environment: SWOT analysis and benchmarking against other similar-sized non-profits in the international exchange / leadership development mission space, including but not limited to hosts of the Mandela Washington Fellowship and members of the Global Ties U.S. network
- Stakeholder Analysis
- Leadership Challenges
- Governance
- Risk Management
- Short- and Long-Term Goals/Metrics

To complete these efforts several elements are critical and a path forward must be developed. Our organization sees these efforts occurring in three phases with the following work provided.

Proposed Timeline

Introduction/Initial Findings (January 2025)

- Kick off meeting introducing the teams.
- Introductory call with the President & CEO
- Individual Interviews with Presidential Precinct staff, select Board Members, select members of the Global Advisory Council, and select faculty / stakeholders who have participated in the co-design and implementation of Presidential Precinct programs
- Benchmarking and SWOT analysis
- Deliverable: Summary of interviews and a landscape within which the Presidential Precinct operates that looks at the community and peer organizations
- Deliverable: Assessment on staff and stakeholder alignment on the Presidential Precinct's mission, vision, operations, impact, and value proposition

Planning Retreat (February 2025)

- Facilitate a planning retreat with Presidential Precinct staff to respond to the initial findings and develop goals, objectives, implementing strategies and metrics for CY 2025 – 2027.
- Note: for budgeting purposes, please include only labor estimates to prepare and lead the planning retreat; the Presidential Precinct has options for retreat settings that do not entail a rental fee.

Draft Strategic Plan (March - April 2025)

- Prepare and circulate notes and decisions attained during the planning retreat for staff feedback
- Translate planning retreat outputs into a strategic planning document suitable for sharing with core stakeholders
- Work with Presidential Precinct staff to reconcile stakeholder feedback into the planning document
- Prepare a final strategic plan in three formats: full detail; summary for executive and donor communications; and presentation format

Budget

The budget for this effort shall not exceed \$25,000.00.

The Presidential Precinct seeks proposals from interested firms and independent consultants. Proposals should include the following:

1. Information about your firm
2. Bios of the team that will work on the project
3. Proposed approach
4. Schedule / milestones
5. Proposal of fees
6. Three references including a Summary of the Scope of Work Performed (Ideally similar organizations/similar scopes)

Proposals should be submitted as a single pdf titled "SP RFP – [Company Name]," emailed to info@presidentialprecinct.org on or before Monday, December 9, 2024. Applicants will be notified by Wednesday, December 18.

Questions about this opportunity should be submitted to Karen Walker, Program Executive, at karen@presidentialprecinct.org.