



The Board of Directors of the David Mathews Center for Civic Life (DMC) is launching a strategic planning process for the organization that will define its direction for the next five years. The successful consultant will design a process to solicit input from the diverse range of stakeholders that contribute to the Mathews Center’s unique mission.

The anticipated budget for the process is expected to range between \$10-15,000, and the process is expected to take six-eight weeks, beginning in late June of 2021.

## **I. Introduction**

### **A. Background**

The David Mathews Center for Civic Life is a 501(c)(3) non-profit, non-partisan, non-advocacy, tax-exempt corporation. Its purpose is to strengthen civic life in all 67 Alabama counties by increasing active citizenship, community collaboration, and effective decision making. We *equip* Alabamians to work better together to solve problems, we *connect* Alabamians to one another on important issues, we develop tools for community collaboration & effective decision making, and we *share* the stories of Alabamians making a difference.

The Center strives to accomplish these aims through several signature programs for both youth and adults. A full list of DMC programming can be found at [www.mathewscenter.org/programs](http://www.mathewscenter.org/programs).

In 2005, the Alabama Center for Civic Life was founded as a 501(c)(3) with a mission of working with communities on local as well as national issues. The Center was renamed to honor the life and work of David Mathews in 2008.

Steadily expanding since 2008, Mathews Center programming continues to grow in size and scope and has impacted all 67 Alabama counties in the past decade. The Mathews Center’s office is located at American Village in Montevallo, Alabama but the Center has a statewide impact. The Center maintains a 17-member Board of Directors, a 20-member Advisory Council, four full-time staff, numerous undergraduate interns, and occasional contractual staff. Considering its continued growth, Mathews Center leadership feels that the time is right to appraise the organization’s goals and objectives in light of its mission and expanding size.

## **B. Scope of Work**

Key areas of work with approximate timelines are as follows:

- Conduct a strategic assessment of all key program areas, including a thorough review of existing materials and interviews with key stakeholders (staff, board members, advisory council members, and partners) and then create a summary of the strategic review for discussion by the Board of Directors that identifies and outlines key questions to be addressed by the organization. (mid-June 2021).
- Design and facilitate a strategic planning retreat for the board and staff to discuss the key questions, aiming for consensus results (July 2021).
- In collaboration with staff, synthesize the discussions into a five-year strategic plan document for the DMC, for review and approval by the Board of Directors (by August 6).

## **C. Specific Objectives**

The objective of this project is to assist the David Mathews Center for Civic Life in producing a comprehensive five-year strategic plan that will:

- Describe the Mathews Center's current conditions and operating environment (assessment of current program offerings and business model, stakeholder feedback, analysis of competitors, trend assessment, organizational strengths and challenges);
- Clearly identify the David Mathews Center's desired impact for the next five years;
- Clearly outline organizational objectives in all key program areas that will help to achieve the desired impact;
- Outline indicators of success to track progress on the objectives;
- Articulate The David Mathews Center's strengths and how it can strategically apply them to achieve the objectives and desired impact;
- Identify strategic directions and partnerships, and tools that will assist in assessing future opportunities;
- Identify the organizational capacity (at both the Board and staff level) that is required to successfully implement the chosen strategies and objectives; and
- Identify strategic ways to generate the revenue needed to meet the objectives.

## **II. Timeline**

The Mathews Center reserves the right to modify this timeline at any time. All times are Central Daylight Time.

	<b>DMC RFP Strategic Planning Facilitator</b>	<b>DATE</b>	<b>TIME</b>
<b>1</b>	Issue Date	05-14-2021	5:00 PM
<b>2</b>	Request for Proposals (RFP) Due	05-28-2021	5:00 PM
<b>3</b>	Candidate Interviews with DMC Selection Committee	06-10-2021	2:00 – 5:00 PM
<b>4</b>	Target Award Date	06-11-2021	4:00 PM

**NOTES:**

- *Please direct all questions to Cristin F. Brawner at [cfoster@mathewscenter.org](mailto:cfoster@mathewscenter.org) prior to the deadline above.*

**III. Submission Details**

If interested, please submit one electronic copy of a proposal in response to this RFP. The proposal should include the following information:

- Name and contact information and the names of any other participating consultants;
- Statement of qualifications to undertake this initiative;
- Summary of similar work conducted, highlighting specific accomplishments;
- A narrative description of the proposed process, activities and approach;
- Timeline for the work;
- Fee & budget (identifying anticipated expenses in addition to fees);
- Three business references; and
- Copy of current resume(s).

Please submit proposals by 5:00 PM, May 28, 2021 to:

**Cristin F. Brawner**  
**Executive Director, David Mathews Center for Civic Life**  
[cfoster@mathewscenter.org](mailto:cfoster@mathewscenter.org)

**IV. Terms and Conditions**

**A. Expertise**

The successful bidder will have direct experience working with boards of directors and staff members of non-profit organizations to initiate and execute strategic planning. Additionally, the successful bidder also will have experience working with organizations and entities engaged in civic and community engagement and community decision making. The successful bidder will contribute excellent analytical, interpersonal, and

verbal and written communications skills.

**B. Right to Reject/Cancel**

The David Mathews Center reserves the right to reject any and all submissions received in response to this Request for Proposal, including proposals received from respondents who have previously failed to perform under the terms and conditions of a Contract with the Mathews Center, including a failure to timely and/or to cost-effectively deliver similar services. The issuance of this Request for Proposal does not commit the Mathews Center to award a Contract. The Mathews Center reserves the right to cancel this procurement, to waive any defect or technicality, and to advertise for new proposals, without notice or justification, where the rejection, cancellation, waiver or advertisement would be in the best interests of the Mathews Center.

**C. Formal Contract Required**

Upon award, the Mathews Center and the successful bidder will enter into a Contract based on the factors described in this Request for Proposal. The services to be provided will begin and end on specific dates to be negotiated by the parties. The Contract period will not exceed eight weeks, from date of Contract execution to submittal of final strategic plan, and the Contract value will not exceed \$15,000.00, unless the time period and/or the Contract value are modified by written, executed amendment to the Contract.

**D. No Liability for Costs**

The David Mathews Center for Civic Life shall not be liable for any costs associated with the development, preparation, transmittal, or presentation of any proposal or material submitted in response to this Request for Proposal. Each prospective bidder responding to this Request for Proposal agrees that it will have no claims against the Mathews Center for any costs or liabilities incurred relating to this Request for Proposal.

**E. Indemnification**

The successful bidder will indemnify and hold harmless the David Mathews Center for Civic Life, its directors, officers, employees, agents, and members from any and all liability resulting from the performance of the services provided under the Contract, including, but not limited to, the acts or omissions of the successful bidder, its directors, officers and employees, any and all sub-Contractor(s) and their employees, and/or from any and all third-party claims related to the Contract.

**F. Applicable Law**

This Request for Proposal and any Contract subsequently executed shall be governed and/or construed in accordance with the laws of the State of Alabama.