



**Nonprofit Association  
of Washington**

Learn. Advocate. Collaborate.

## **Request for Proposal (RFP) for Strategic Planning Facilitator**

**Issued by:** Nonprofit Association of Washington

**Issue Date:** 5/1/25

**Proposal Submission Deadline:** 5/27/25

### **Contact Information:**

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## **Background**

The board of directors of Nonprofit Association of Washington (NAWA) will be beginning a strategic planning process in 2025. The process is expected to have several phases throughout the rest of this year and into 2026. We are seeking a skilled facilitator to work with the Strategic Planning Committee to finalize the process and help conduct meetings.

**Budget for 2025 services (Phases 1 and 2) ranges from \$3,500 to \$4000.** The contract for the work in 2026 (Phase 3) may be negotiated upon completion of the initial work.

## **Proposed General Project Elements and Timeline**

### **Phase 1: Information Gathering (June-August)**

- a. **Convene the Strategic Planning Committee**
- b. **Build a list of key stakeholders**
- c. **Conduct research, interviews and solicit feedback from staff, board, and the community, to understand how NAWA meets the needs of each**
- d. **Work towards alignment of values between staff, board, and community**
- e. **Ensure that the stakeholders all have the relevant information and history of the organization that is needed to move forward**
- f. **Provide updates on status during board of directors meetings.**

### **Phase 2: Aligning Vision and Strategy (September-December)**

- g. **Lead discussions among stakeholders to identify the strengths, weaknesses, opportunities, and threats that NAWA faces**
- h. **Help identify the common and shared vision between all stakeholders**
- i. **Lead scenario planning work to think through potential scenarios that may be encountered in the next 3 – 5 years**
- j. **Prepare a list of priorities for each of the strategy categories**
- k. **Provide guidance and analysis on how the vision and priorities may factor into the annual budget**
- l. **Present a report out on vision and priorities to the board**

### **Phase 3: Finalizing Strategic Plan (January – March)**

- m. **Conduct individual interviews to confirm priorities and strategic themes with stakeholders representing key groups**
- n. **Prepare a draft strategic plan**
- o. **Upon approval by the committee, present the strategic plan for approval to the full board of directors**

### **Purpose of the RFP**

The purpose of this RFP is to ensure that we find a facilitator that matches well with NAWA. In your response, please share:

- **Experience with Nonprofit Organizations:** Proven experience facilitating strategic planning processes with nonprofit organizations.
- **Knowledge of the Nonprofit Sector:** Familiarity with the unique challenges, opportunities, and funding models specific to nonprofits.
- **Location:** Facilitator must be located in Washington State. Meetings and convenings will mostly be virtual but there may be times where in-person is better.
- **Expertise in Facilitation:** Strong facilitation skills, with the ability to engage diverse stakeholders, mediate discussions, and build consensus.
- **References:** Provide at least two references from nonprofit organizations where similar strategic planning services were provided.

Thank you very much for your time and consideration in working with NAWA on strategic planning. Please send your information to Neal Mizushima – [neal@nonprofitwa.org](mailto:neal@nonprofitwa.org) by 5/27/25.