



Request for Proposals: Strategic Planning Consultant

Perinatal Support Washington (PS-WA) seeks an experienced Strategic Planning Consultant (individual or organization) to facilitate PS-WA's 2021 strategic planning process culminating in a 2-3 year strategic plan.

Organization Background

Perinatal Support Washington is a statewide non-profit committed to shining a light on perinatal mental health to support all families and communities. We believe all parents should receive appropriate, timely, and culturally relevant care from conception to baby's first birthday.

Our toll-free telephone support line, the "Warm Line," has been operating since 1991, providing peer support to parents in need. We also offer free and low-cost new parent support groups, online therapy, training and consultation for health care providers, and education and advocacy. While we are based in the Seattle metro area, our support resources are found all over Washington, including professional trainings and an online statewide directory of birth professionals.

PS-WA was predominantly volunteer-run until approximately 7 years ago. In the last two years, we moved from a 1.5 to 5+ FTE organization, doubled our trainings, and served more parents than in the previous five years combined. PS-WA is seeking a Strategic Planning Consultant to conduct a strategic planning process to prepare us for future sustainability and greater organizational impact.

Scope of Work

Perinatal Support Washington is seeking a Strategic Planning Consultant with a proven track record for excellence working with similarly-sized non-profits and providing organizations with specific, tailored recommendations and plans.

Anticipated activities include:

Facilitate strategic planning conversations with PS-WA's Board, staff, and volunteer Strategic Planning Task Force. Anticipated conversations include: an initial visioning Board/Staff Retreat to launch the process, every-other-month meetings with the Task Force beginning March 2021, and a closing Board/Staff Retreat to present a draft strategic plan for final review and feedback. Partner with Executive Director on approach and agendas for each conversation.

Conduct virtual community listening sessions. Work with our volunteer Task Force to execute community listening sessions with an equity lens. Finalize and conduct outreach to targeted sub-groups (ex. current and potential program participants, donors, etc.). Draft and finalize listening session questions with Executive Director and

Task Force feedback. Sort and evaluate feedback for a full report to the Executive Director and Task Force.

Develop and track specific activities against timeline, including regular, timely communication with stakeholders, including Executive Director, Strategic Planning Task Force, Board, and listening session participants. (Note: Our goal is to complete the process by the end of June; however, varied timelines are welcome in proposals.)

Create and finalize 2-3 Year Strategic Plan and associated tracking dashboard, based on community and Board/staff feedback. Provide guidance throughout the process and ensure goals and activities are reflective of and in alignment with the organization's mission/vision/values and capacity. Finalize strategic priorities and draft associated activities and metrics for Year One. Priorities should incorporate recent work by Fundraising Consultant and include coordination with new Diversity, Equity, & Inclusion (DEI) Consultant.

Note: We are currently hiring a [DEI Consultant](#). Consultants with both skills sets may be considered for a combined consultancy.

Submitting Proposals

If interested in being considered for this consultancy, please send your proposal to Executive Director Allie Johnson, including the following:

- 1) Experience and qualifications, including the resume of the principal consultant providing direct service for this project
- 2) Letter of interest addressing how the Scope of Work, as outlined above, will be accomplished, including a timeline with benchmarks
- 3) Fee proposal
- 4) Two to three references from clients for whom the consultant has performed similar services

Questions? Contact Allie Johnson at allie.johnson@perinatalsupport.org or 888.404.7763 ext 504.

Proposals will be reviewed beginning January 25, 2021; interviews to follow. We are expecting to engage the consultant by early March 2021.