



## **Strategic Planning for the Choose Clean Water Coalition**

The Choose Clean Water Coalition is seeking an experienced strategic planning consultant to design and facilitate a participatory planning process that will create a five-year strategic plan for the organization.

### **About Choose Clean Water Coalition**

The Choose Clean Water Coalition was formed in 2009 to energize the effort to restore and protect the rivers and streams that feed into the Chesapeake Bay by harnessing and enhancing the collective power of the many advocates and stakeholders working on this mission. Representing more than 225 organizations, the Choose Clean Water Coalition focuses on state-specific, targeted campaigns to advance the Chesapeake Bay restoration. The Coalition is working to advance strong policy improvements and on the ground projects by building the resources and influence of organizations throughout the watershed.

Currently, the Coalition has an 18-person steering committee comprised of executive directors of member organizations.

### **Planning Needs**

The Coalition's current strategic plan was developed in 2015. It is a two-year strategic plan that runs from 2016-2017. We used an internal process to create our current strategic plan. We did not engage stakeholders outside of the steering committee and all planning meetings were facilitated internally. Since we are in the last year of our current plan, our steering committee is very interested in developing a higher level document to guide the organization over the next five years.

### **Consultant Qualifications**

We are interested in bringing on an outside consultant in order to assist us in strategic planning. The consultant will help:

- Design strategic planning process
- Analyze the Coalition, including best opportunities for growth and biggest challenges
- Facilitate meetings with the Coalition's steering committee and staff
- Advise and assist with stakeholder engagement.

Plan writing can be completed in-house.

The consultant will be working closely with our strategic planning committee (made up of members of the steering committee), staff, and the steering committee itself. Our goal is to have a strategic plan in place by January 2018 at the latest.

### **Response Requested**

If you are interested in being considered for this work, please submit a brief statement of your qualifications and your approach to strategic planning by 5pm on May 9, 2017. As a non-profit organization, we are on a tight budget. Your response should include a variety of options and the price point for each. We want to see a low-cost, middle-cost, and high-cost version, and what we receive at each price point. Our budget for this project will be somewhere between \$5,000 and \$15,000.

Proposals should be submitted via email to Chante Coleman at [colemanc@nwf.org](mailto:colemanc@nwf.org).