

# Request for Proposals (RFP)

## Strategic Planning Consultant

### 2027–2030 Strategic Plan Facilitation

#### Organization Overview

[Georgians for a Healthy Future](https://www.healthyfuturega.org) (GHF) is a nonpartisan, nonprofit organization dedicated to building a healthier future for all Georgians. GHF collaborates with communities and partners to lead policy change that advances health equity for all Georgians. Our core strategies are public policy advocacy, coalition building and mobilization, community engagement and assistance, and strategic communications.

GHF is seeking proposals from qualified consultants or consulting firms to facilitate the development of the organization's 2027–2030 strategic plan.

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#### Project Overview

GHF is entering the final year of its current strategic plan and is preparing to develop a new strategic plan to guide the organization from 2027 through 2030. The planning process should engage GHF's board of directors, staff leadership, and key stakeholders in a thoughtful, collaborative, and actionable process that results in:

- A clear strategic framework for 2027–2030
- Organizational priorities and measurable goals
- Alignment across board and staff leadership
- Practical guidance on implementation and measurement approaches

GHF seeks a consultant with familiarity and experience in:

- Georgia's nonprofit, health policy, and advocacy landscape
- Strategic planning for mission-driven organizations
- Facilitation of board and staff engagement processes
- Organizational strategy and evaluation planning

#### Scope of Work

The selected consultant will work closely with GHF staff leadership and the board of directors to facilitate the strategic planning process between June 2026 and February 2027.

The anticipated scope of work includes, but is not limited to:

### **Phase 1: Discovery & Assessment**

- Review relevant organizational materials, including:
  - Current strategic plan
  - Organizational reports and evaluations
  - Program and policy priorities
- Review a staff-prepared summary of progress toward the current strategic plan
- Conduct up to 10 interviews with board members, staff, and selected stakeholders
- Identify key themes, opportunities, challenges, and emerging trends to inform planning discussions

### **Phase 2: Strategic Planning Process**

- Design and facilitate a strategic planning process for board and staff
- Facilitate planning discussions with the Strategic Planning Committee
- Facilitate one in-person retreat-style planning session in Fall 2026
- Facilitate up to two virtual planning sessions with board and/or staff participants
- Support board and leadership alignment around organizational priorities and strategic direction
- Help define:
  - Strategic priorities
  - Goals and objectives
  - Recommended indicators of progress for each goal
  - High-level implementation considerations regarding organizational capacity, resources, and partnerships needed to achieve strategic goals

### **Phase 3: Strategic Plan Development**

- Develop a draft strategic framework
- Refine strategic priorities, goals, and success indicators based on feedback
- Prepare a final strategic plan for board review and adoption by February 2027

### **Phase 4: Board Adoption**

- Present the draft plan to the board
- Incorporate final feedback
- Support board adoption by February 2027

## **Deliverables**

Deliverables are expected to include:

- Strategic planning workplan, process design, and project timeline
- Summary of stakeholder interviews and key themes identified through the planning process
- Facilitation of strategic planning meetings, including one in-person retreat-style session

- Draft strategic framework for review by staff and board leadership
  - Final 2027–2030 Strategic Plan, including:
    - Strategic priorities
    - Strategic goals and supporting objectives
    - Recommended indicators and metrics to measure progress toward each goal
    - High-level, non-budgeted guidance regarding organizational capacity, partnerships, and resources needed to achieve strategic goals
  - Recommendations for strategic plan monitoring, reporting, and board oversight
  - Final presentation and facilitation support for board review and adoption of the strategic plan
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## Timeline

The anticipated project timeline is:

Summer 2026	Project kickoff, organizational assessment, stakeholder input
Fall 2026	Strategic planning discussions and in-person retreat
Winter 2026–2027	Drafting, refinement, and board review of strategic plan
February 2027	Final plan adoption by the Board of Directors

GHF is open to refining the timeline collaboratively with the selected consultant.

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## Budget

The budget for this project is **\$14,000**. This should include all professional fees, travel-related costs incurred by the consultant for meetings and the retreat, creation and printing of meeting/facilitation/discussion materials, and other costs associated with this scope of work.

GHF will separately cover costs related to:

- Retreat: meeting space, food and beverages, and related costs
- Travel/lodging for GHF board members and staff to attend the retreat
- Design and printing of the strategic plan

GHF is open to consultant recommendations regarding scope refinement and prioritization within the available budget.

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## Desired Qualifications

Strong candidates will demonstrate:

- Experience facilitating nonprofit strategic planning processes
- Familiarity with Georgia's nonprofit, advocacy, public policy, and/or health care landscape
- Experience working with boards of directors and executive leadership
- Strong facilitation and stakeholder engagement skills
- Experience developing measurable strategic goals and objectives
- Ability to synthesize qualitative and quantitative information into practical recommendations
- Excellent written communication and project management skills

Preference may be given to consultants with:

- Experience in health policy, advocacy, and coalition-building organizations
  - Experience supporting equity-centered strategic planning processes
  - Familiarity with nonprofit evaluation and impact measurement
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## Proposal Requirements

Please include the following in your proposal:

1. Organizational and/or consultant overview
2. Relevant experience and qualifications
3. Identification of project lead and key team members (if applicable)
4. Description of proposed approach and methodology
5. Proposed project timeline
6. Description of facilitation style and stakeholder engagement approach
7. Description of experience working in Georgia or with advocacy organizations
8. Client references
9. Sample strategic plan or deliverable from a previous project
10. Proposed budget and fee structure

GHF welcomes proposals that identify high-value optional services or enhancements that could be considered if additional resources become available.

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## Submission Information

Please submit proposals in PDF format using this link: <https://ghf.s.gy/al8EzL>

Proposals requested by: **Monday, June 22, 2026**

Note: Early submissions (by 06/15/2026) are encouraged.

Questions regarding this RFP may be submitted to [icolbert@healthyfuturega.org](mailto:icolbert@healthyfuturega.org) by Mon., June 15, 2026.

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## **Selection Process**

Proposals will be evaluated based on:

- Relevant experience and qualifications
- Familiarity and/or understanding of GHF's work and context
- Quality and feasibility of proposed approach
- Facilitation and stakeholder engagement strategy
- Experience in Georgia, advocacy-, and health-related work
- Budget and overall value

Selected finalists may be invited to participate in an interview/meeting before final selection.

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## **Equal Opportunity Statement**

GHF encourages proposals from consultants and firms with diverse backgrounds and experiences. We value inclusive and equitable approaches to strategic planning and stakeholder engagement.