

# Request for Proposal for Association Strategic Planning Consultation

Date: [Insert Date]

To: [Consultant's Name]

[Consultant's Address]

[City, State, Zip Code]

Dear [Consultant's Name],

We, [Your Association's Name], are seeking proposals from qualified consultants to assist us in developing a comprehensive strategic plan. Our association aims to enhance our operational effectiveness and ensure we are aligned with our long-term goals.

## Project Overview

The goal of this project is to facilitate a strategic planning process that will enable us to identify our strengths, weaknesses, opportunities, and threats (SWOT analysis), set clear objectives, and devise actionable plans for implementation.

## Scope of Work

- Conduct SWOT analysis through surveys and interviews with key stakeholders.
- Facilitate strategic planning workshops.
- Provide a written strategic plan document.
- Present findings and recommendations to the board of directors.

## Proposal Requirements

Proposals should include the following:

- Company background and experience in strategic planning.
- Proposed methodology and timeline.
- Team members' qualifications and roles.
- Cost estimate and payment terms.

## Submission Details

Please submit your proposal by [Submission Deadline] to [Your Email Address]. Inquiries regarding this RFP can be directed to [Your Contact Information].

We look forward to your response and hope to collaborate on this important initiative.

Sincerely,

[Your Name]

[Your Title]

[Your Association's Name]

[Your Phone Number]

[Your Email Address]