



REQUEST FOR PROPOSAL

NAWBO Columbus Strategic Plan

I. Introduction

Established in 1996, NAWBO Columbus has a longstanding history in the greater Columbus area. We are currently one of the largest chapters in the nation serving ALL women business owners (WBOs) to provide resources, education and connections through Advocacy, Community and Transformation.

II. Mission, Vision, Our Beliefs and Diversity Statement

Mission: The mission of NAWBO Columbus is to equip and empower all women business owners to overcome challenges, fully realize their true potential and make their mark on the world! We do this work through three mission pillars:

- **Advocacy** – influencing opinion-makers and changing public policy to level the playing field and create a more inclusive economy;
- **Community** – fostering a supportive environment of role models and partners, creating lasting relationship that breed courage and inspire confidence; and
- **Transformation** – providing insights and resources necessary to learn as individuals, grow our businesses and transform the economic, political and social systems holding us back.

Vision: At NAWBO Columbus, we believe in a more inclusive economy where:

- Gender does not determine success, opportunity or outcome.
- Being a woman is not a barrier to business opportunities, nor an obstacle to overcome on the road to entrepreneurship.
- Successful female business owners must be celebrated as the norm, not the exception.
- All women are empowered to leverage the same social, political and economic power as men and they will use that power as a force for good in our world.
- The next generation will not just dream of, but be empowered to fully realize their true potential to experience the independence, freedom and positive impact that business ownership can enable.

Our Beliefs:

- Owning a business is one of the most effective ways for women to secure financial independence for themselves and their families, create opportunity in their communities and contribute to our country's economic growth.

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- There are barriers to business success – and even survival – unique to women-owned businesses that are even greater for women of color.
- When empowered and freed from the social, institutional and cultural inequities that prevent them from reaching their full potential, women business owners realize equal outcomes and have equal impact in creating jobs, fueling innovation, improving lives and growing the economy.
- To succeed as business owners, women need a seat at the table, a level playing field and the knowledge, support and courage to pursue their dreams.
- Equality and equity are good business, non-partisan issues that pay dividends.
- NAWBO – the only organization representing the interests of all women entrepreneurs in all industries – has a legacy of leveraging the collective might of its national membership’s resources, experience and voice to drive change.
- NAWBO and NAWBO Columbus have created measurable and meaningful results for women and our economy.

Diversity Statement: In principle and in practice, NAWBO Columbus values and seeks a diverse and inclusive membership. NAWBO Columbus seeks full participation in the organization by all business owners who support our mission to empower women entrepreneurs, regardless of race, religion, age, sexual orientation, national origin or disability. NAWBO Columbus’ goal is to effectively represent the full diversity of the women business owner community and to equitably expand access to leadership opportunities for the full spectrum of our membership.

III. **Purpose**

We are currently working with an outdated strategic plan. We strive to continue our growth and development as the premier organization for ALL WBOs. We require focus and want to lead with intentionality for our new strategic plan that will guide new objectives and goals for our journey in equipping and empowering ALL WBOs to overcome challenges, fully realize their true potential and make their mark on the world! Quite importantly, this will foster collaboration and accountability.

The strategic plan will develop a clear succession plan and principles for identifying, recruiting and retaining the best leaders and talent for NAWBO Columbus. It will identify the KPIs required for all committees and staff, so that we may focus on delivering the best strategies and process improvements. We require the data to guide us in making the most appropriate decisions. We require streamlining of our programs, resources and levels of advocacy that we deliver in order to foster the right type of growth for both our WBOs and NAWBO Columbus and to determine our true goals including the determination of the amount of funding we should seek. It is imperative that we are exceptional stewards of NAWBO Columbus’ budget and finance. The

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strategic plan will allow us to identify and collaborate with the right partners and other non-profit organizations that serve women business owners in order to make the maximum impact.

IV. **Timeline**

We require a 3-year strategic plan. The strategic plan must be completed by March 29, 2024. The strategic plan should be broken down in measurable increments quarterly the 1st year and annually thereafter.

- RFP with an executive summary, no more than a 10-page proposal, client references for similar projects and a list of Certifications/Awards/Recognitions are all due by end of business day (5 p.m. EST) December 5, 2023.
- Questions will be accepted through the end of business day November 27, 2023 to the NAWBO Governance Committee.
- Responses to questions will be provided by the end of business day December 01, 2023.
- Award to consultant chosen by the NAWBO Columbus Board of Directors will be made by December 20, 2023.
- The chosen consultant will begin preparations as of January 2024.
- Retreat will be scheduled for January or February 2024. The final date will be confirmed between the consultant and President, K. Zulene Adams no later than January 8, 2024.
- The final strategic plan will be presented by the consultant during the board meeting of February 22, 2024 or March 28, 2024. The final date will be determined between the consultant and President, K. Zulene Adams once the retreat has been completed.

V. **Scope of Work and Deliverables**

- Perform interviews or surveys of the board and staff prior to the retreat.
- Analyze the results of the interviews or surveys and provide a report or incorporate the results during the planning retreat.
- Facilitate stakeholder engagement via a planning retreat for board and staff.
- Guide the development of goals and outcomes.
- Incorporate your recommended tools such as an environmental scan or SWOT analysis.
- Create an implementation plan with the NAWBO Columbus Board of Directors and staff that is a roadmap for current and future leaders to follow with little variation.
- The NAWBO staff and Board of Directors will conduct the final strategic plan with support from the contractor on the implementation.
- The contractor will provide additional support for a period of 6 months from the contract date to answer any questions and provide guidance.

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VI. Price

- Do consider that NAWBO Columbus is a non-profit organization and the board of directors are trusted stewards of the budget and financials. An in-kind proposal and/or in-kind plus cash proposal will be given preference.
- All-Inclusive proposals will only be accepted, which will include all services, fees and outlined payment schedules. etc.
- A clear project plan with deliverables on pricing is required. Please disclose rates, milestone deliverables, etc.

VII. Minimum Qualifications of Consultant

- A female consultant is preferred.
- A NAWBO member is preferred.
- Alignment with NAWBO Columbus' Mission, Vision, Beliefs and Diversity Statement is required.
- Identification and definition of the specific strategic planning model that you propose to implement is required.
- Familiarity with the unique challenges of WBOs is required.
- Experience working with non-profit organizations is required.

VIII. Project Terms and Conditions

- The RFP is not to be considered as a contract or as a commitment of any kind by NAWBO Columbus. When the RFP is accepted by the board of directors, NAWBO Columbus will inform all bidders whether their proposal has been accepted or not by December 20, 2023. The contract will be signed between NAWBO Columbus and the chosen consultant by December 31, 2023.
- All submissions will be held confidential from other parties outside of the NAWBO Board of Directors and staff until after the selection process is completed. Confidential or sensitive information should not be included in the submittal.
- The consultant/contractor submitting a proposal shall not provide any item of value to manifest an improper influence upon any NAWBO Columbus Board of Director nor its staff.
- The consultant/contractor submitting a proposal shall not solicit any NAWBO Columbus Board of Director nor its staff to violate any of their conduct requirements per agreements and/or contracts.

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Send inquiries and completed proposals to: Arien Lawless, NAWBO Columbus Chapter Manager at Arien@nawbocolumbusohio.com

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