



**Turning Point of Lehigh Valley, Inc**

**REQUEST FOR PROPOSALS**

**Strategic Planning Consultant**

**RESPOND NO LATER THAN:**

**February 10, 2022  
12:00 P.M.**

## **Section I – General Information**

### **A. STATEMENT OF NEED**

Turning Point of Lehigh Valley (Turning Point) is seeking a consultant or consultant group who has expertise in designing and leading a strategic planning process. Consultant(s) should have and demonstrated experience with assisting organizations in developing 3-year strategic plans. The consultant(s) should have experience working with nonprofit organizations, boards of directors, and staff. Experience in development of plans for victims' service agencies and plans focused on the theory of change is preferred.

### **B. BACKGROUND**

TPLV was incorporated as a 501(c)3 non-profit entity in 1978. Serving Lehigh and Northampton Counties, PA, TPLV provides an array of services designed to prevent and end domestic and intimate partner abuse in the Lehigh Valley. Residential, supportive and educational services are offered from two buildings owned by TPLV in Allentown and Bethlehem, two satellite locations rented in Allentown and Slatinton, as well as at other no cost satellite offices in both counties. We currently have 33 FTEs, an active and engaged Board of Directors, as well as active volunteers.

Our most recent Strategic Plan, adopted in February 2020, was for a duration of 2 years, with many of the identified objectives successfully implemented. The agency actively implemented and monitored the plan, pivoting as essential due to the pandemic. The plan was developed collaboratively, with staff feedback questionnaires and meetings of the agency's 9-member Management Team providing significant suggestion and input to the Board. The Board's Strategic Planning Committee helped create metrics and is charged with ensuring consistent focus on strategic growth.

As we near the end of our 2020 Strategic Plan and emerge from the pandemic, we recognize a new plan that sets our growth over the next 3-5 years is needed. In preparation, we have completed a thorough feedback survey of staff and conducted a planning retreat for new and existing Board members. Through early feedback, we know that updating our priorities and Vision Statement to more intentionally focus on DEI (diversity, equity, & inclusion) is needed. We also know that focusing on awareness initiatives and planning to accommodate the continuing growth in demand for services will be needed.

### **C. AVAILABLE RESOURCES**

Resources to assist the consultant(s) in developing the plan will be made available upon request after entering into an Agreement. These include:

- Current agency strategic plan
- 2021 staff survey results

- 2021 Board retreat summary
- 2020 Branding & Marketing study results
- Agency work plans and funding reports
- Access to an engaged staff team and board
- Service recipients willing to share feedback (with controls for confidentiality)
- Stakeholder contact information
- Other information may be available as is relevant

D. PROJECT OBJECTIVES

- Develop a process and provide a timeline for assessing Turning Point and its activities.
- Partner with the management staff, the Board Strategic Planning Committee and stakeholder groups in providing feedback necessary to inform planning.
- Partner with Turning Point to create a plan that:
  - Articulates the organization’s desired strategic outcomes, emphasizing its commitment to DEI for internal stakeholders
  - Succinctly summarizes the key points in a strategic communication format for external stakeholders (2 pages or less in length and/or web format utilizing infographics)
  - Develops plan of activities that identifies responsibility, accountability, and deliverables to achieve identified objectives
  - Creates measurable benchmarks with key performance indicators for each strategic growth goal.
- Deliver final drafts no later than September 30, 2022.

E. PROPOSAL SUBMISSION

1. Proposals must be submitted no later than 12:00 p.m. on February 10, 2022 to:  
 Lori Sywensky  
[Loris@turningpointlv.org](mailto:Loris@turningpointlv.org)
2. **Submissions must be sent via email.** No faxed or mailed proposals will be accepted.
3. Submissions will be handled confidentially by TPLV during the pre-award process.

4. Interviews will be scheduled via teleconference with one or more of the potential vendors at the discretion of TPLV.
5. The quotes shall be binding for a period of ninety (90) days from the due date for submission. TPLV expects to execute an agreement with the selected vendor on or before March 7, 2022.
6. TPLV will not be responsible for any expenses incurred by a bidder in connection with this procurement.

## **Section II – Schedule**

- A. Respondents to the RFP may be requested by TPLV, at its discretion, to provide a presentation to the Strategic Planning Committee of TPLV’s Board of Directors. This meeting will be held via teleconference on February 15 at 8:00 A.M.
- B. TPLV intends to enter into an agreement and provide a Notice to Proceed to the selected firm in March 2022. The selected firm would be able to begin work on this initiative immediately and complete all objectives within 6 months.

## **Section III - Content of Proposals**

- A. Consultant name(s), bio and contact information.
- B. A description of approach and proposed methods, including a draft timeline.
- C. Three client references that indicate relevant experience and at least two examples of previous work with similar organizations.
- D. Proposed budget with cost justification and a “not to exceed” amount.

## **Section IV – Evaluation Criteria and Award**

Turning Point reserves the right, in its sole discretion, to reject any responses and to waive any irregularity or informality in any response. Turning Point shall not be liable for any losses or expenses incurred by the respondents in the course of this process.

Members of the Strategic Planning Committee and other appropriate Turning Point staff or board members will review each proposal. Selection criteria include, but are not limited to:

1. Responsiveness to the requirements outlined in this RFP
2. Organization and professionalism of proposal

3. Advanced understanding of strategic planning and non-profit organizations
4. Experience with similar projects
5. Capacity to carry out the proposed project
6. Project budget and timeline

### **Questions**

Any technical or procedural questions regarding this Request for Proposals should be submitted electronically to Lori Sywensky at [LoriS@turningpointlv.org](mailto:LoriS@turningpointlv.org). Responses may be shared with other potential vendors. No phone calls please.