



# Request for Proposals (RFP)

## Strategic Planning Consulting Services

---

**RFP Release Date:** June 11, 2025

**Proposal Due Date:** June 25, 2025

### 1. Overview

Health by Design (HbD) and the Indiana Public Health Association (IPHA) invite qualified consultants or firms to submit proposals to facilitate and develop a comprehensive, equity-centered strategic plan for our two sister organizations. The consulting partner will guide a collaborative process that sets a clear three-year vision, strengthens alignment between the organizations, and delivers a practical implementation roadmap.

### 2. Organizational Background

- Health by Design (HbD) advances health equity by shaping the built environment and public policy to create healthy, thriving communities for all.
- The Indiana Public Health Association (IPHA), the state affiliate of APHA, builds capacity among public health professionals and organizations through advocacy, convening, training, and workforce development.

Under unified executive leadership, HbD and IPHA operate as complementary entities addressing intersecting public health and environmental challenges across Indiana.

### 3. Project Goals

The strategic planning process will:

- Engage board members, staff, partners, and community stakeholders statewide.
- Synthesize current needs, opportunities, and best practices in public health, non-profit management, and systems change.
- Establish a shared three-year strategic vision with measurable goals for each organization and areas of collaboration.
- Produce an actionable operational plan with timelines, responsible parties, resource needs, and performance metrics.

## 4. Scope of Work & Key Deliverables

The consultant will lead the organization through these key areas:

**1) Preparation.** This includes creating a work plan and timeline, setting roles and expectations, gathering and analyzing stakeholder input, conducting an organizational assessment to identify internal and external opportunities, and ensuring the organization's vision and mission are clear. (NOTE: We will not accept SWOT analysis as a method for this process.)

**2) Visioning and Goal Setting.** Facilitate two or more intensive strategy sessions with board and staff leadership, and any other stakeholders. This is for building consensus and alignment.

**3) Strategic plan creation.** The final stage is preparing and finalizing a written strategic plan. The plan should be provided as a written report and a detailed slide deck. This is to ensure internal awareness, alignment, and buy-in across the organization.

### Final deliverables include:

- Strategic Plan Overview
- Comprehensive Implementation Plan (strategies, timelines, metrics)
- Presentation deck summarizing process, findings, and plan

## 5. Anticipated Project Timeline

Milestone	Target Date
Preparation	July - August 2025
Visioning & Goal Setting	September 2025
Planning & Final Approval	October–November 2025

## 6. Budget

The budget range for this engagement, inclusive of all consultant fees, travel, stakeholder engagement activities, and materials, should be competitive in the Indiana Market. Proposals should include a phase-by-phase cost breakdown and any optional service add-ons.

## **7. Proposal Requirements**

1. Proposals must not exceed five (5) pages (excluding work samples) and should address:
  1. Firm overview and relevant qualifications
  2. Proposed approach and methodology
  3. Project team and roles (brief bios)
  4. Detailed timeline and fee schedule

## **8. Evaluation Criteria**

- Proposals will be scored on:
  - Demonstrated experience with nonprofit/public health strategic planning
  - Commitment to equity-centered and inclusive facilitation practices
  - Understanding of Indiana's public health landscape
  - Quality and feasibility of proposed methodology and timeline
  - Cost-effectiveness and value
  - Strength of references and prior work

## **9. Submission Instructions**

Email proposals (PDF preferred) by 5:00 PM ET on June 25, 2025 to:

Marc McAleavey, MSW – CEO  
Health by Design & Indiana Public Health Association  
MarcM@hbdin.org

## **11. Reservation of Rights**

HbD and IPHA reserve the right to amend this RFP, reject any or all proposals, waive informalities, and negotiate contract terms with the successful proposer as needed.