

# REQUEST FOR PROPOSALS

## Strategic Planning Consultant Services

### Legal Aid Justice Center

**Organization Overview** Founded in 1967, LAJC serves low-income Virginians. Our mission is to partner with communities and clients to achieve justice by dismantling systems that create and perpetuate poverty. By justice, we mean racial justice, social justice, and economic justice. Across six primary programs, we apply a multi-pronged approach that integrates legal services, impact litigation, community organizing, policy advocacy, and narrative change; works in and with communities; identifies and addresses root causes while mitigating acute impacts; and expands impact to reach all Virginia communities.

**Project Description** We seek an experienced strategic planning consultant to facilitate the development of our 2026-2029 strategic plan. The plan will guide our organization through a critical period requiring both defensive and proactive strategies to advance justice in Virginia.

**Strategic Framework** The strategic plan will be structured around five core pillars:

1. **Build Power Against Injustice:** Position Virginia as a bulwark against federal policies that harm vulnerable communities while advancing positive state-level policy reforms
2. **Organizational Resilience:** Defend our mission and sustainability from external political and economic threats
3. **Strengthen Footprint in Under-Served Regions:** Establish and strengthen our presence in the Hampton Roads and Petersburg regions
4. **AI Integration Planning:** Develop organizational capacity and advocacy strategies around artificial intelligence impacts
5. **Revenue Growth:** Achieve 35% increase in new revenue streams within three years

**Scope of Work** The consultant will lead a streamlined strategic planning process including:

- Conduct a brief environmental scan and organizational assessment that considers Board, staff and community stakeholder feedback.
- Develop measurable objectives and implementation timelines for each pillar
- Create draft strategic plan document
- Present final plan recommendations to board for approval
- Provide implementation roadmap and initial monitoring framework

## Requirements

- Minimum 10 years' experience in nonprofit strategic planning with preference for planners with experience with larger, complex, multi-office organizations
- Demonstrated experience with social justice organizations
- Experience facilitating multi-stakeholder planning processes
- Knowledge of Virginia political landscape preferred
- Strong facilitation, analytical, and writing skills
- Ability to work with diverse communities and staff

**Project Timeline** 6 months from contract execution to board-approved strategic plan

**Budget** \$20,000 total project budget

**Proposal Requirements** Submit by October 24:

- Consultant qualifications and relevant experience (2 pages maximum)
- Proposed methodology and timeline
- Sample work products from similar engagements
- Detailed budget breakdown
- Three professional references

## Evaluation Criteria

- Relevant experience and expertise (30%)
- Proposed approach and methodology (25%)
- Understanding of social justice landscape (20%)
- Cost effectiveness (15%)
- References and past performance (10%)

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Proposals due October 24, 2025, by 5:00 PM EST. Questions regarding this RFP should be submitted by October 17, 2025.

*The Legal Aid Justice Center is an equal opportunity employer committed to diversity, equity, and inclusion.*