



Request for Proposals for an Organizational Strategic Plan

Proposals DUE: Monday, June 23, 4 PM

Contact Information:

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Phone: 309-282-0814

Summary

The Girl Scouts of Central Illinois is seeking a qualified individual consultant or organization (Contractor) to work with the Council to collaboratively develop a three-year strategic plan that engages our Board of Directors, staff, volunteers, donors, community partners and other key stakeholders to create a bold and transformative path for the future. **The process will begin October 1, 2025 with a proposed completion date of February 2, 2026.**

Background of Council

The mission of the Girl Scouts of Central Illinois (GSCI) is to build girls of courage, confidence, and character who make the world a better place. GSCI is a chartered council of Girl Scouts USA (GSUSA). Our Council serves just under 10,000 girls ages 5-17 in 38 counties, from LaSalle Peru to Litchfield, and from Danville to Quincy. Our service area includes both urban areas and rural communities, with offices in Springfield, Champaign, Peoria and Bloomington, and three outdoor adventure camps.

As the premier organization for girls and young women in Central Illinois, we are a volunteer-driven membership organization dedicated to providing girls with the skills they need to be life-ready. Girls who join can be part of a traditional troop, or outreach program in collaboration with a local school or youth organization, and participate in innovative programs emphasizing life skills, the outdoors, entrepreneurship and STEM. We employ 50+ staff, and rely on a volunteer force of close to 3,000 adults. We are governed by a Board of Directors, who

represent communities across central Illinois. As GSCI makes it a priority to include girls' voices, our Board of Directors also includes several nonvoting Girl Board Members.

Our work is guided by the Girl Scout Promise and Girl Scout Law, the principles of diversity, equity, inclusion and racial justice, the importance of a girl-only organization and having a culture of inclusion. We are currently at the beginning stages of an *Investing in Ourselves- One Girl at a Time* strategy to thoughtfully build staff capacity to increase membership through stronger relationships with our local communities and closer connections with our volunteers.

Project Overview

GSCI is seeking a qualified Contractor to assist the organization and Board of Directors in the development of a long-range strategic plan to maximize our potential to bring Girl Scouting to as many girls and communities as possible in central Illinois.

The Contractor must partner with the GSCI's Board of Directors, Chief Executive Officer, President and Senior Leadership Team to implement an inclusive strategic planning process. The Contractor must identify and consider long-range external factors that impact nonprofit organizations and will influence the trajectory of Girl Scouts over time.

Engagement of GSCI's key stakeholders, including volunteers, donors and organizational partners, and the intentional representation of our 38-county service region, is critically important for the development of this strategic plan and the organization's future success. The Contractor must be able to synthesize external and internal data to help guide decision-making.

In addition, the Contractor must consider other Council or GSUSA initiatives in developing this strategic plan:

- **GSUSA's 3-Year Movement Strategy (FY26-FY28) and Vision 2030**
- **GSCI's ongoing efforts related to Diversity, Equity, Inclusion and Racial Justice**
- **GSCI's *Investing in Us - One Girl at a Time* plan to utilize our resources to increase membership**
- **GSCI's Long Range Property Plan**
- **GSCI's efforts in True Cost Budgeting/Cost per Girl Analysis**
- **GSCI's Long Range Budget Forecasting**

- **GSCI's Voice of the Girl Focus Groups, Summer 2025**

Project Goals

The goals of the project include:

1. Development of a highly engaged and representative process and timeline to deliver the final organization's vision, values, strategic plan and annual goals that will guide us for the next three years.
2. Development of a strategic plan that is aligned with the initiatives mentioned above.
3. Development of a strategic plan with pillars and annual goals.
4. Development of a strategic plan that is transformative, emphasizes future financial stability, key community partnerships and the growth of Girl Scouts in central Illinois.

Completion of the GSCI's final strategic plan with annual goals is proposed to be completed by **February 2nd, 2026**.

Scope of Work

The Contractor must partner with GSCI's Strategic Planning Task Force, comprised of board members and staff, to collect and analyze data and trends including but not limited to Council revenue, property usage, membership and staffing; conduct formative assessments and benchmarking where appropriate; gain input from members through surveys or other means; and collaboratively develop the organization's vision, mission, values, strategic plan pillars, and annual goals. Through skillful facilitation, the Contractor will help us identify blind spots and innovative opportunities. Operational implementation of this strategic plan will be developed by GSCI staff.

The Contractor will finalize a timeline and strategy for engaging board members, staff, donors, community partners and other key stakeholders throughout the strategic planning process.

Proposed Target Deliverable Schedule

Due Date/Timeline	Task/Deliverable	Description
October 15, 2025	Strategic Planning timeline and process completed and approved by the GSCI's Strategic Planning Task Force	The timeline presented is achievable and includes opportunities to engage GSCI's staff, volunteers, donors and partners. Engagement may include a combination of interviews, focus groups, surveys, and meetings.
November 1, 2025	Facilitation of GSCI's Board Retreat	Tentative Date of an all-Board, in person Retreat
December 15, 2025	Quantitative Assessment complete including review of all GSCI/GSUSA key initiatives	Data collection and analysis including but not limited to Council revenue, property usage, membership, staffing and external data, such as population trends and community assets
January 12, 2026	Draft of the organizational strategic plan is completed and submitted to Task Force for review.	Task Force to review and request any final changes
February 2, 2026	Final organizational vision, mission, values and strategic plan with annual goals is submitted to GSCI.	A final organizational vision, mission, values, strategic plan, and annual goals are delivered and presented to the GSCI's Board of Directors.

Challenges to Future Success

Our Council, like most Girl Scout Councils in the country, is at an inflection point. We face declining membership while at the same time the value of our organization that empowers girls and young women is more important than ever. Our revenue model is heavily reliant on product sales which entails a cumbersome process managed mostly by volunteers. While our brand recognition is high, our value proposition is unclear to many, as we are predominantly

known only for our cookies sales. Our Council faces rising costs, especially related to property management and staffing, and our large and diverse geographic area can be a barrier to building strong community connections.

In addition, as a chartered council of Girl Scouts USA, GSCI is impacted by changes at the national level, including an increase in membership fees and technology constraints.

The GSCI strategic planning process can identify and accelerate our opportunities to diversify and strengthen our revenue sources, including growing our philanthropic gifts, rebound our membership, grow our volunteer force, develop innovative partnerships and ultimately engage more girls, their families and the wider community in the Girl Scout Movement.

Budget

The proposed budget to complete all the tasks and present a comprehensive Strategic Plan for the Girl Scouts of Central Illinois **shall not exceed \$35,000**.

Evaluation Metrics and Criteria

The Strategic Planning Task Force will evaluate proposals based on the following criteria:

- Demonstrated understanding and commitment to a girls-only organization, diversity, equity, inclusion, racial justice and belonging.
- Successful previous experience and performance history, especially with nonprofit organizations.
- Demonstrated ability to identify and plan for opportunities and risks through quantitative assessments.
- Projected costs.
- Proposed collaborative process for developing the organization's vision, mission, values, strategic plan and annual goals.
- Responsiveness to the proposal submission requirements as listed below.

Submission Requirements

Proposers must submit the following documents to be considered:

- **Part 1:** Proposed strategy and work plan for completion of the GSCI vision, mission, values, strategic plan, and annual goals within the parameters stated in this Request for Proposals, **not to exceed seven pages**.

- **Part 2:** Narrative detailing the Contractor's background, **not to exceed three pages**, including:
 - A description of the Contractor's experience and qualifications.
 - A description of the Contractor's experience identifying long-range organizational risks and opportunities.
 - A narrative description of the Contractor's understanding of, experience with, and commitment to, a girls-only organization.
 - The proposed staffing plan to complete the Scope of Work stated in this Request for Proposals.
- **Part 3:** Line-item proposed budget for completion of the Scope of Work as stated in this Request for Proposals, including: personnel, travel only within the GSCI service region, supplies, and overhead/indirect costs.
- **Part 4:** Contractor must include at least two examples of prior work in the response to this Request for Proposals, to include contact information.

The GSCI Strategic Planning Task Force will invite selected Contractors to participate in an interview process prior to final selection. The selected Contractor will be notified no later than September 1st, 2025.

Proposals must be submitted by **Monday, June 23, by 4:00 PM to Whitney Fryer at wfryer@girlscouts-gsci.org**.

Response to Proposer Questions

GSCI asks Contractors to submit questions about this Request for Proposals no later than June 18th. Questions received will be answered in writing and all questions and answers will be posted to the GSCI website <https://www.getyourgirlpower.org/> for interested Contractors to review no later than June 20, 2025. Questions MUST be sent to BOTH contact persons below:

Jennifer Sedbrook, CEO

Email: jsedbrook@girlscouts-gsci.org Phone: 309-229-0328

Whitney Fryer, Executive Assistant

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GSCI Partner Profile

The selected Contractor supports GSCI's mission of building girls of courage, confidence and character who make the world a better place. It is important that corporate partners and vendors represent similar values, have experience in working collaboratively with organizations to assess both quantitative and qualitative data, and can facilitate teams for bold and creative outcomes.

Our council, as a 501(c)(3) organization, is also happy to partner with other not-for-profit organizations wherever possible, as well as those who provide non-profit pricing options.

For more information please see: GSCI website: <https://www.getyourgirlpower.org/> and the National Girl Scouts USA Website: <https://www.girlscouts.org/>