



Request for Proposals (RFP):

Strategic Planning Consultant - Community Survey and Strategic Framework

Issued by: Longfellow Community Council (LCC)

Release Date: July 16, 2026

Proposal Deadline: August 16, 2026

Project Budget: Flat fee up to \$8,000 (plus up to \$1,000 of proposed hard costs pending board approval)

Organization & Context

The Longfellow Community Council (LCC) is the resident participation organization serving the Greater Longfellow neighborhoods of **Longfellow, Hiawatha, Howe, and Cooper** in Minneapolis.

Our Mission: To improve the well-being of our diverse community through engagement, involvement, and empowerment.

This Project's Goal: Right-Sizing for the Future

LCC's current strategic priorities expire at the end of 2026. Like many neighborhood organizations, LCC is navigating significant shifts in city funding structures and a leaner staff footprint. To remain sustainable and deeply connected to our residents, LCC needs to "right-size." We need a strategic framework that serves as a community-informed, practical decision-making tool - helping staff and the board explicitly determine what to focus on, and what to say no to - based directly on data from our community and sustainable funding paths.

Our Vision for the Plan: A Compass, Not a Cage

We are **not** looking for a dense, static document or a consultant who specializes in general nonprofit board retreats. We require an **adaptable strategic framework** - guided by a dynamic decision-making tool - that informs our organization's resource allocation and allows us to evaluate new opportunities without locking us into rigid, outdated mandates.

Innovation & Alternative Approaches

The Longfellow Community Council welcomes proposals that challenge or improve upon the approach outlined in this RFP. While the requested scope reflects our current thinking, respondents are encouraged to recommend alternative methodologies, engagement strategies, deliverables, or planning processes if they believe those approaches will better achieve the project's objectives.

If proposing an alternative approach, respondents should:

- Clearly describe how it differs from the requested scope.
- Explain why it is expected to produce more useful or actionable outcomes.

- Identify any tradeoffs in cost, timeline, level of effort, or stakeholder involvement.

LCC will evaluate proposals based on the quality of outcomes they are likely to produce, not solely on adherence to the requested process or deliverables.

Scope of Work & Clear Division of Labor

To maximize value and accommodate our budget, this project will be a **co-design partnership** with a strict division of labor between LCC staff and the consultant. LCC will manage outreach logistics, whereas the consultant will own the dynamic decision-making tool, developing the tool's methodology and conducting quantitative/qualitative analysis to support the adaptable framework mentioned above.

Phase 1: Survey Design, Data Collection Support & Synthesis

- **Consultant Role (Methodology Owner):** Develop a survey instrument with rigorous survey methodology and question design to ensure high-quality, actionable data. Synthesize and analyze all collected data, applying a clear analysis plan to handle uneven or incomplete responses.
- **LCC Role (Logistics Owner):** Build out the survey platform, handle all outreach logistics, and collect survey responses.

Phase 2: Strategic Alignment Workshops

- **Consultant Role:** Facilitate targeted planning sessions with LCC staff and board members to translate community data into core organizational pillars and a practical "yes/no" matrix for resource allocation.
 - As needed, review relevant documents and engage with additional community stakeholders and organizational partners to support the drafting of a strategic framework and a decision-making tool in Phase 3.

Phase 3: Framework Development

- **Consultant Role:** Draft the final dynamic strategic framework and decision-making tool, presenting it to the Executive Committee and Board.
- **LCC Role:** Review drafted framework and provide feedback at consultant-defined milestones.

Project Deliverables

To ensure a successful partnership and ease of project tracking, the consultant will deliver:

- **Survey Instrument:** Finalized questions and methodological approach.
- **Preliminary Findings Memo/Deck (By Late October 2026):** A summary of early data insights to directly inform LCC's 2027 budget planning.
- **Comprehensive Data Synthesis:** A clean summary of final community inputs, including an overview of sample representation.
- **Final Strategic Framework & Decision-Making Tool:** A concise, actionable framework including a resource allocation matrix.

Project Timeline

1. **August 16, 2026:** Proposals Due
2. **August 2026:** Interviewing & Consultant Selection
3. **Mid-September 2026:** Survey Instrument due and Community Survey Launch
4. **Late October 2026: DELIVERABLE:** Preliminary findings memo/deck shared for 2027 budget planning

5. **Nov 2026 – Jan 2027:** Board workshops and framework drafting
6. **February 2027: DELIVERABLE:** Final Framework approved by the LCC Board

Project Budget & Financials

- **Consultant Fee:** A flat, all-inclusive fee not to exceed **\$8,000**.
- **Hard Costs:** LCC has a separate budget of up to **\$1,000** earmarked for project hard costs (e.g., printing, translation/interpretation, survey software, space rental, food, or participant incentives). These costs should *not* be factored into your \$8,000 fee bid.

Submission Requirements

Interested consultants should submit a concise proposal detailing the following (**maximum 3 pages not including example documents**):

1. **Project Approach & Survey Design:** Describe how you will approach survey design and quantitative analysis. Include a basic plan for handling incomplete or uneven survey responses.
2. **Proactive Equity Strategy:** Explain how you will help LCC reach underrepresented residents, which demographic barriers you plan to address, and how you will evaluate whether we have achieved a meaningful, representative sample.
3. **Relevant Experience & Examples:** Examples of survey design are required. Examples of previous strategic planning, a decision-making tool, or data synthesis work with neighborhood organizations or lean nonprofits are preferred but not required.
4. **Cost Proposal:** A flat-fee bid (up to \$8,000) breaking down estimated hours or milestone costs and separate proposed hard cost budget (up to \$1,000).

Selection & Evaluation Criteria

Proposals will be reviewed by the LCC Executive Committee using the following criteria:

Criteria	Description
Equity & Engagement Approach	Clear, proactive strategy for overcoming barriers and assessing whether the sample meaningfully reflects underrepresented residents.
Actionable Framework Focus	Demonstrated ability to build practical decision-making tools rather than broad, generic plans.
Technical Design & Analysis	Strength of survey methodology, data synthesis approach, and plan for handling incomplete responses.
Experience & Budget Realism	Experience with lean nonprofits/neighborhood organizations; clear alignment of proposed scope with the \$8,000 maximum. Demonstrated ability to deliver on time and in full the project requirements.

Note: Criteria listed are not comprehensive of all factors going into final consultant selection.

How to Apply

Please submit your proposal in PDF format via email to Eleanor Cotton, LCC Board President, at board@longfellow.org with the subject line "*Strategic Planning Proposal - [Your Name/Firm]*" no later than **Sunday, August 16, 2026, at 5:00 PM CDT**. Questions may be directed to the same email address prior to August 10, 2026.