



**Affiliated organizations:**

Audubon Missouri  
Bridging The Gap  
Conservation Federation  
of Missouri  
Conservation Foundation  
of Missouri Charitable  
Trust  
Endangered Wolf Center  
Gateway Greening, Inc.  
Great Rivers  
Environmental Law  
Center  
The Green Center  
Greenbelt Land Trust of  
Mid-Missouri  
Greenway Network Inc.  
Heartland All Species  
Project  
James River Basin  
Partnership  
Metropolitan Energy  
Center  
Missouri Botanical Garden  
Missouri Coalition for the  
Environment  
Foundation  
Missouri Conservation  
Heritage Foundation  
Missouri Environmental  
Education Association  
Missouri Mycological  
Society  
Missouri Parks Association  
Missouri Prairie  
Foundation  
Missouri River Relief  
Missouri Votes  
Conservation Education  
Fund  
Open Space Council for  
the St. Louis Region  
Ozark Greenways, Inc.  
Ozark Regional Land Trust  
St. Louis Zoo Association  
St. Louis Audubon Society  
Sierra Club Foundation -  
Missouri  
The Surplus Exchange Inc.  
Trailnet, Inc.  
Trout Unlimited, Ozark  
Council  
Wonders of Wildlife  
World Bird Sanctuary

## **Missouri Environmental Fund Request for Proposals:**

Proposals will be received until:

Friday, August 4, 2017

5:00 p.m. CT

Strategic planning start date:

Wednesday, September 6, 2017

8:30 a.m. CST

The RFP is also available at our website

[www.moenv.org](http://www.moenv.org)

## A. General Information

Project Objective: To develop a 3 year strategic plan.

Issuing organization: Missouri Environmental Fund  
P.O Box 11226  
St. Louis, MO 63105

RFP Issued: July 5, 2017  
Questions must be received by: 5:00pm CST, July 19, 2017  
Responses to Questions: 5:00pm CST, July 21, 2017  
Due Date for Proposals: 5:00pm CST, August 4, 2017

The policy of the MEF Strategic Planning Committee is to solicit proposals with an honest intention to award a contract.

This policy will not affect the right of MEF to reject any or all proposals

Contact for Further Information: David Pickerill  
[david@pickerill.com](mailto:david@pickerill.com)  
Phone: (314) 769-8300  
Cell: (314) 537-0297

## B. Statement of Purpose

The Missouri Environmental Fund (**MEF**) is a federation of Missouri's leading non-profit environmental and conservation organizations. The Fund is designed to be a portal to help people learn about, connect with, and support many great, positive environmental programs.

## C. Background Information

MEF was created in 1993 to bring the benefits of workplace giving to environmental non-profits serving Missouri and its citizens and visitors. The Fund has distributed more than \$2 million to environmental non-profits, per the directions of many hundreds of individual donors and numerous corporations. In 2001, MEF joined EarthShare as an affiliate. After several years, we determined that membership in EarthShare did not make economic sense in that their fees were not offset by an increase in donations. As a result, in 2014, MEF withdrew from EarthShare and continued on its own. We believe

the current political and climate circumstances have created opportunities to reach more potential employers with our message.

The Fund's members work hard every day to safeguard everyone's health and the environment. Our members are combating global warming and protecting native prairies. They are helping introduce children to the wonders of life and beautiful features in the natural world. They are creating and preserving parks and trails for our communities. They're guarding groundwater from toxic contaminants and saving endangered species. These efforts, and many more, are supported by the Fund's mission. Our goal is to continue expanding opportunities for people to have an easy and effective way to help the environment, and in doing so, help ensure the preservation of our natural heritage.

The Missouri Environmental Fund and all of the organizations it represents are registered with the IRS as 501c3 non-profit organizations. The member organizations MEF supports is as follows:

Audubon Missouri	Missouri Environmental Education Association
Bridging The Gap	Missouri Mycological Society
Conservation Federation of Missouri	Missouri Parks Association
Conservation Foundation of Missouri Charitable Trust	Missouri Prairie Foundation
Endangered Wolf Center	Missouri River Relief
Gateway Greening, Inc.	Missouri Votes Conservation Education Fund
Great Rivers Environmental Law Center	Open Space Council for the St. Louis Region
The Green Center	Ozark Greenways, Inc.
Greenbelt Land Trust of Mid-Missouri	Ozark Regional Land Trust
Greenway Network Inc.	St. Louis Zoo Association
Heartland All Species Project	St. Louis Audubon Society
James River Basin Partnership	Sierra Club Foundation - Missouri
Metropolitan Energy Center	The Surplus Exchange Inc.
Missouri Botanical Garden	Trailnet, Inc.
Missouri Coalition for the Environment Foundation	Trout Unlimited, Ozark Council
Missouri Conservation Heritage Foundation	Wonders of Wildlife
	World Bird Sanctuary

#### D. Scope of Work

The MEF board is seeking a consultant to lead the board and staff through the process of developing a three year strategic plan. The plan will articulate MEF's vision/mission and include goals, objectives, tasks/action steps that will guide the organization for the next three years.

Some of the questions we want to address are as follows:

- What should be MEF's areas of strategic focus to best support MEF member organizations?
- What partnerships can/should be developed or enhanced?
- Are there new funding opportunities and/or new funding streams?
- Does our organizational structure meet the demands of our strategic goals/objectives?
- How do we enhance MEF's brand?
- Does our current marketing effort meet the needs of MEF and if not how do we increase our marketing effectiveness?
- How do we expand by adding new member organizations?

#### E. Deliverables

A final strategic plan document must include the following in detail:

- Strategic areas of focus and organizational priorities for the next three years.
- Development of action plans to operationalize strategic plan.
- Services that will support goals, including partnerships with other organizations nationally.
- Possible new funding streams.
- Development of an organizational structure to meet the demands of the action plan.
- Survey results from all staff, member organizations and select board members, volunteers and individual/corporate donors.

#### F. Timetable

August 4, 2017 (no later than 5:00pm CST)	Proposals due
17 August, 2017 (between 3pm and 5pm CST)	Meet with finalists
18 August, 2017	Award decision
September 6, 2017 – October 4, 2017	Planning activities
October 25, 2017	Draft Complete
November 10, 2017 – November 14, 2017	Review/changes
November 17, 2017	Final Product
December 1, 2017	Present to BOD

## G. Selection Process

The Strategic Planning Committee will review all proposals. In evaluating proposals, price will not be the sole factor. The committee has developed an evaluation matrix that will be used to evaluate each proposal (see attached matrix).

## H. Information Required of Respondents

In responding to this RFP please use the following format. Response to RFP should be no more than three pages in length, plus attachments.

Section 1: Summary of the proposal (Provide a brief summary of Sections 2 through 6 of the proposal).

Section 2: General Description of the planning activities recommended (Provide a brief statement of your understanding of the requested effort including the conclusions).

Section 3: Work Plan (provide information about proposed activities that would involve key stakeholders such as MEF board, staff, donors, volunteers, etc. Also provide a timeline for completing the process within the timeframe in Part F).

Section 4: Staffing Plan, Including Resumes (Please identify each person who will work on the project and identify his or her role. Also provide a resume for each member of the consulting team).

Section 5: Budget (Please provide total cost of the project).

Section 6: Recent Projects (Please provide your recent and relevant projects).

## I. Proposal Submission

Proposals should be prepared in a clear and concise manner. Emphasis should be on completeness and clarity of content.

Questions concerning this RFP shall be emailed to David Pickerill at [david@pickerill.com](mailto:david@pickerill.com) NLT 5:00pm CST July 19, 2017. Responses to questions will be emailed NLT 5:00pm CST, July 21, 2017.

Address the proposal to: David Pickerill

Email address: [david@pickerill.com](mailto:david@pickerill.com)

Subject line: Strategic Planning Proposal

Deadline for receipt of Proposal: NLT 5:00pm CST, August 4, 2017

Finalists will present proposal to the Strategic Planning Committee on August 17, 2017 at the scheduled time (between 3:00pm – 5:00pm)

MEF will reach a decision on awarding the contract NLT 5:00pm CST, August 18, 2017

#### J. Additional information

Consultants may provide any additional information it feels would assist MEF in the selection process.

#### K. Proposal Review and Assessment

The Strategic Planning Committee will evaluate proposals as indicated on the evaluation matrix.

Consultants will be evaluated on the criteria listed in the evaluation matrix. These criteria will be the basis for review of the written proposals and interview session.

The rating scale shall be from 1 to 5, with 1 being a poor rating, 3 being an average rating and 5 being an outstanding rating.

## Evaluation Matrix

Weighting Factor	Criteria	Standard
3.0	Scope of Proposal	<ul style="list-style-type: none"> <li>• Does the proposal show an understanding of the project objective and results that are desired from the project</li> </ul>
2.0	Assigned Personnel	<ul style="list-style-type: none"> <li>• Do the individuals have the necessary skills for this project.</li> <li>• Are sufficient people of the requisite skills assigned to the project.</li> </ul>
1.0	Availability	<ul style="list-style-type: none"> <li>• Can the work be completed in the necessary time?</li> <li>• Can the target start and completion dates be met?</li> </ul>
2.0	Understanding of Non-profit Organization; Specifically in the area of wildlife conservation	<ul style="list-style-type: none"> <li>• Does the project team have the understanding of non-profit needs?</li> <li>• Does the project team have experience with work place giving programs</li> </ul>
2.0	Cost	<ul style="list-style-type: none"> <li>• Is the proposed cost within the budget or lower than budget estimates.</li> </ul>