

MOTIVATED AND EMPOWERED INC.

Request for Proposals (RFP)

Strategic Planning, Community Listening Sessions, and Community Needs/Landscape Survey

For the Development of Motivated and Empowered Inc.'s 2027-2028 Strategic Plan

RFP Release Date	May 19, 2026
Proposal Due Date	June 6, 2026 by 5:00 PM EDT
Anticipated Project Period	July 2026 - December 2026
Strategic Plan Period	January 1, 2027 - December 31, 2028
Issuing Organization	Motivated and Empowered Inc.
Address	4630 Richmond Road, Suite 240, Warrensville Heights, OH 44128
Website	www.motivatedanempowered.com
Phone	216.925.5072

Proposals must be submitted electronically by the deadline listed above. Late, incomplete, or non-responsive submissions may not be reviewed.

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1. Introduction and Background

1.1 Introduction

Motivated and Empowered Inc. is issuing this Request for Proposals (RFP) to solicit proposals from qualified consultants, firms, institutions, or collaborative teams to design and facilitate a community-driven strategic planning process. The selected respondent will support Motivated and Empowered Inc. in conducting community listening sessions, implementing a family and community needs/landscape survey, analyzing internal and external data, and delivering a complete 2027-2028 Strategic Plan.

Motivated and Empowered Inc. serves youth, young women, young mothers, boys through ME2, and families who are navigating educational, economic, social, behavioral, housing, and systemic barriers. As the organization continues to expand its services, housing initiatives, school partnerships, youth development programming, workforce pathways, and family support model, it seeks a strategic planning partner who can help ensure the next two years of growth are grounded in the voices, needs, and lived experiences of the families and communities served.

1.2 Background

Motivated and Empowered Inc. is preparing for a critical period of organizational growth and community impact. The organization is advancing programs and partnerships in youth mentoring, prevention, family engagement, housing stability, young mother support, workforce development, education, and community-based wraparound services. To guide this growth responsibly, the organization seeks to gather meaningful input from youth, parents, caregivers, community partners, school partners, funders, staff, board members, and other stakeholders.

This RFP is intended to identify a qualified partner to conduct a fair, culturally responsive, transparent, and data-informed planning process. The selected respondent will help Motivated and Empowered Inc. understand community needs, service gaps, family priorities, organizational strengths, capacity needs, and opportunities for measurable impact. The resulting strategic plan will guide programs, staffing, fundraising, systems, partnerships, advocacy, and service delivery for 2027 and 2028.

2. Purpose of the RFP

The purpose of this RFP is to select a qualified consultant or consulting team to lead Motivated and Empowered Inc. through a comprehensive strategic planning and community engagement process. The final product must be a usable, actionable, board-ready, funder-ready, and staff-facing strategic plan for 2027-2028.

The selected respondent will be expected to:

- Design and manage a strategic planning process that is community-informed and data-driven.
- Conduct community listening sessions with youth, parents, caregivers, young mothers, families, partners, staff, board members, and other key stakeholders.
- Develop and implement a community needs and landscape survey to identify family needs, service gaps, access barriers, program priorities, and partnership opportunities.

- Analyze internal organizational information, program data, stakeholder feedback, and external landscape findings.
- Facilitate leadership, board, staff, and stakeholder discussions to identify strategic priorities.
- Develop a 2027-2028 strategic plan with goals, objectives, strategies, timelines, responsible parties, measurable outcomes, and implementation tools.
- Provide a final presentation and implementation roadmap to support adoption, communication, and execution.

3. Scope of Work

The selected respondent will be responsible for providing the services outlined below. Respondents may propose additional activities or enhancements if they strengthen the quality, inclusiveness, and usefulness of the final strategic plan.

3.1 Project Planning and Discovery

The respondent shall begin the project with a planning and discovery phase to confirm expectations, establish timelines, review existing materials, and align on the strategic planning framework. This phase should include a kickoff meeting with Motivated and Empowered Inc. leadership and designated planning committee members.

- Review organizational background, current programs, existing strategic documents, logic models, budgets, partnership materials, performance data, grant priorities, and relevant internal documents.
- Develop a detailed project work plan, timeline, engagement strategy, communications plan, and decision-making process.
- Identify key stakeholder groups and recommend a community engagement methodology that reflects the communities served.
- Establish expectations for data collection, confidentiality, reporting, feedback loops, and final deliverables.

3.2 Community Listening Sessions

The respondent shall design, facilitate, and summarize community listening sessions that create space for authentic feedback from families and stakeholders. Listening sessions should be culturally responsive, trauma-informed, accessible, and structured to elevate the voices of youth, parents, caregivers, and community members.

At minimum, the respondent should propose a plan for listening sessions that may include:

- Youth and young adult listening sessions.
- Parent, caregiver, and family listening sessions.
- Young mother and housing support listening sessions.
- School, court, child-serving system, and community partner listening sessions.
- Staff and board listening sessions.
- Optional open community forum or town hall format.

Respondents should identify the recommended number of sessions, format, facilitation approach, recruitment strategy, sample discussion questions, accessibility accommodations, and method for

documenting findings. Motivated and Empowered Inc. anticipates a process that includes both in-person and virtual options where appropriate.

3.3 Community Needs and Landscape Survey

The respondent shall develop and implement a survey or set of surveys to gather broad input from families, youth, community stakeholders, referral partners, and service providers. The survey should help Motivated and Empowered Inc. better understand community needs, family priorities, access barriers, service duplication, gaps in support, and emerging opportunities.

The survey should examine topics such as:

- Youth and family needs related to education, mentoring, mental health, housing, parenting support, workforce readiness, transportation, basic needs, safety, and family stability.
- Awareness of Motivated and Empowered Inc. programs and perceived strengths or areas for improvement.
- Barriers families experience when accessing services, resources, public systems, schools, healthcare, housing, and community supports.
- Gaps in the current service landscape and opportunities for partnership or coordination.
- Community perceptions of the most urgent priorities for 2027-2028.
- Recommendations for new programs, service improvements, family engagement strategies, and communication methods.

The respondent shall propose a strategy for survey distribution, data collection, response targets, accessibility, language access if needed, confidentiality, data analysis, and reporting. The final survey instruments and summary findings shall become the property of Motivated and Empowered Inc.

3.4 Landscape Scan and Environmental Analysis

The respondent shall conduct a landscape scan that examines community conditions, existing resources, potential partners, funding priorities, service gaps, population trends, public system priorities, and comparable program models. The landscape analysis should be tailored to Motivated and Empowered Inc.'s mission, target populations, and growth priorities.

At minimum, the landscape scan should include:

- Review of local and regional youth and family service needs.
- Identification of service gaps and duplication in the community.
- Review of relevant public system priorities, including child welfare, juvenile justice, education, housing, workforce, family stability, and behavioral health intersections.
- Identification of potential partners, referral pathways, and collaborative opportunities.
- Assessment of funding and sustainability opportunities that align with the 2027-2028 plan.
- Analysis of organizational opportunities, threats, and external factors that may affect implementation.

3.5 Strategic Planning Facilitation

The respondent shall facilitate strategic planning sessions with leadership, board members, staff, and selected stakeholders to translate community findings into clear priorities and action steps.

The process should include structured decision-making and alignment around the organization's vision, strategic pillars, measurable goals, and implementation responsibilities.

Facilitation should support the organization in clarifying:

- Strategic priorities for 2027-2028.
- Program growth, stabilization, and sustainability goals.
- Staffing, systems, infrastructure, and operational capacity needs.
- Revenue, fundraising, grant readiness, and partnership development priorities.
- Data, evaluation, quality improvement, and reporting practices.
- Community engagement and family voice strategies.
- Implementation milestones and accountability structure.

3.6 Final Strategic Plan Development

The respondent shall write and deliver a final 2027-2028 Strategic Plan that is clear, actionable, professional, and ready for board approval, funder conversations, staff implementation, and public communication. The plan should be practical enough for day-to-day management and strong enough to support external credibility, fundraising, grant writing, and partnership development.

The final plan should include, at minimum:

- Executive summary.
- Description of planning process and stakeholder engagement.
- Community needs and landscape findings.
- Mission, vision, values, and organizational positioning recommendations, if appropriate.
- Strategic priorities or pillars for 2027-2028.
- Goals, objectives, strategies, timelines, and key activities.
- Measurable outcomes and key performance indicators.
- Implementation roadmap with responsible roles or departments.
- Resource and capacity considerations.
- Evaluation and accountability framework.
- Communication summary suitable for board, staff, funders, and community partners.

4. Required Deliverables

Respondents must include a work plan that addresses the deliverables below. The final scope may be refined during contract negotiations, but the selected respondent will be expected to deliver the following products.

#	Deliverable	Description
1	Project kickoff and work plan	Detailed project timeline, methodology, stakeholder map, engagement plan, and meeting schedule.
2	Document and data review summary	Summary of internal documents, available program data, existing planning materials, and key

#	Deliverable	Description
		organizational themes.
3	Community engagement plan	Plan for listening sessions, surveys, outreach, participant recruitment, accessibility, and feedback collection.
4	Listening session tools	Facilitation guides, discussion questions, sign-in/participation tools, consent/confidentiality language if applicable, and summary templates.
5	Community listening sessions	Facilitation of listening sessions with identified groups and written summaries of themes, quotes, priorities, and recommendations.
6	Needs and landscape survey	Survey instrument(s), distribution strategy, response tracking, data analysis, and summary report.
7	Landscape scan report	Analysis of community needs, service gaps, partner ecosystem, funding alignment, and strategic opportunities.
8	Strategic planning facilitation	Facilitated planning sessions with leadership, board, staff, and/or stakeholders to identify priorities and implementation structure.
9	Draft strategic plan	Draft 2027-2028 Strategic Plan submitted for review and feedback.
10	Final strategic plan	Board-ready final strategic plan with goals, strategies, outcomes, timelines, and implementation roadmap.
11	Implementation dashboard/template	Practical tool for tracking strategic plan progress, accountability, KPIs, and quarterly updates.
12	Final presentation	Presentation to leadership and/or board summarizing findings, recommendations, and final strategic priorities.

5. Eligibility and Minimum Qualifications

This RFP is open to qualified consultants, consulting firms, research organizations, universities, nonprofit capacity-building organizations, or collaborative teams with demonstrated experience in

strategic planning, community engagement, survey design, facilitation, and nonprofit or community-based planning.

5.1 Eligible Respondents

- Individuals, firms, institutions, or teams legally authorized to conduct business in Ohio or able to meet all contracting requirements prior to award.
- Respondents with experience serving nonprofit, youth-serving, family-serving, community-based, public sector, or philanthropy-supported organizations.
- Respondents with demonstrated ability to conduct culturally responsive community engagement with diverse populations.
- Respondents with experience developing usable strategic plans, implementation roadmaps, survey tools, reports, and presentations.

5.2 Minimum Qualifications

- At least three years of relevant experience in strategic planning, community needs assessment, evaluation, survey research, facilitation, organizational development, or related consulting work.
- Demonstrated experience facilitating community listening sessions, focus groups, or stakeholder interviews.
- Demonstrated experience designing and analyzing surveys or mixed-methods community feedback processes.
- Ability to produce clear written reports, executive summaries, board-ready plans, and implementation tools.
- Strong project management capacity and ability to meet deadlines.
- Commitment to equity, cultural responsiveness, confidentiality, and ethical data collection practices.
- Ability to provide references or examples of similar work.

6. Evaluation Factors and Scoring Rubric

Proposals will be reviewed based on the respondent's demonstrated qualifications, understanding of the scope, quality of proposed methodology, cultural responsiveness, project management approach, cost reasonableness, and ability to deliver a practical, community-informed strategic plan. Motivated and Empowered Inc. may choose to conduct interviews with finalists before making an award.

Evaluation Criterion	Maximum Points	General Evaluation Standard
Demonstrated Experience	10	Relevant experience with strategic planning, needs assessments, community engagement, nonprofit planning, youth/family-serving systems, and similar projects.
Understanding of Motivated and Empowered Inc. and Project Purpose	10	Depth of understanding of the organization's mission, growth stage, community context, and

Evaluation Criterion	Maximum Points	General Evaluation Standard
		the need for a 2027-2028 plan grounded in family voice.
Methodology and Work Plan	15	Strength, clarity, feasibility, and completeness of proposed approach for listening sessions, surveys, landscape scan, facilitation, and strategic plan development.
Community Engagement and Cultural Responsiveness	15	Ability to engage youth, parents, caregivers, young mothers, families, and community partners in a respectful, trauma-informed, accessible, and culturally responsive manner.
Survey Design and Data Analysis Capacity	10	Quality of proposed data collection, survey design, analysis methods, confidentiality protections, reporting, and use of findings.
Strategic Planning and Implementation Expertise	15	Ability to translate findings into clear strategic priorities, goals, measurable outcomes, implementation plans, and accountability tools.
Project Management and Staffing	10	Clarity of project team, roles, timeline, communication cadence, availability, and ability to meet the June-December 2026 project period.
Deliverables and Final Products	10	Quality and usefulness of proposed deliverables, including final report, strategic plan, implementation dashboard, and presentation.
Budget Reasonableness and Value	10	Reasonableness, clarity, and alignment of proposed costs with the scope, work plan, and deliverables.
References, Examples, and Overall Responsiveness	5	Quality of references, work samples, proposal completeness, professionalism, and responsiveness to RFP instructions.

Total maximum score: 110 points. Motivated and Empowered Inc. reserves the right to consider additional relevant factors, including interview performance, availability, alignment with organizational values, and ability to build trust with families and community partners.

7. Proposal Format and Submission Requirements

7.1 Required Proposal Organization

Respondents must submit one complete proposal organized in the following order:

1. Cover Page
2. Executive Summary
3. Respondent Overview and Qualifications
4. Project Understanding and Proposed Approach
5. Community Engagement and Survey Methodology
6. Project Work Plan and Timeline
7. Staffing Plan and Key Personnel
8. Deliverables and Final Products
9. Budget and Budget Narrative
10. Relevant Experience, References, and Work Samples
11. Required Attachments and Certifications

7.2 Formatting Requirements

- Submit in Microsoft Word or searchable PDF format.
- Use 8.5 x 11 page size, minimum 11-point font, and one-inch margins.
- Use clear section headings that match the required proposal outline.
- Number all pages consecutively.
- Tables, charts, timelines, graphics, and exhibits are permitted where helpful.
- The narrative should be clear, direct, and complete without unnecessary repetition.

7.3 Page Limits

- Executive Summary: maximum two pages.
- Respondent Overview and Qualifications: maximum five pages.
- Project Approach, Methodology, and Work Plan: maximum twelve pages.
- Staffing Plan and Key Personnel: maximum three pages.
- Budget and Budget Narrative: no stated page limit, but should be concise and clearly labeled.
- Attachments, resumes, references, work samples, and certifications do not count toward the narrative page limit.

7.4 Required Proposal Content

Each proposal should clearly address the following items:

- Name, address, primary contact, phone, email, legal status, and tax identification number if applicable.
- Brief history and qualifications of the respondent or project team.
- Description of relevant work with nonprofits, youth-serving organizations, family-serving organizations, community-based organizations, or public systems.
- Proposed methodology for community listening sessions, stakeholder interviews, and facilitation.
- Proposed methodology for survey development, distribution, analysis, and reporting.
- Proposed approach to landscape analysis and strategic planning.

- Detailed project timeline showing major tasks and deliverables.
- Description of staff assigned to the project and their roles.
- Budget with fees, travel, meeting costs, materials, incentives, data tools, administrative costs, and any assumptions.
- At least three references for similar work.
- Two examples of similar strategic plans, needs assessments, community reports, or planning deliverables, if available.

7.5 Submission Instructions

Proposals must be submitted electronically no later than June 6, 2026 by 5:00 PM EDT. Respondents should submit one complete proposal package by email to info@motivatedanempowered.com with the subject line: Strategic Planning RFP Submission - [Respondent Name].

Respondents are responsible for ensuring the proposal is received by the deadline. Motivated and Empowered Inc. may reject late, incomplete, unclear, or non-responsive submissions.

8. Procurement Schedule and Key Dates

Milestone	Date
RFP Release Date	May 19, 2026
Deadline to Submit Written Questions	May 27, 2026 by 5:00 PM EDT
Responses to Questions Issued	May 29, 2026
Proposal Submission Deadline	June 6, 2026 by 5:00 PM EDT
Proposal Review Period	June 7-12, 2026
Optional Interviews with Finalists	June 10-12, 2026
Anticipated Notice of Selection	June 16, 2026
Contracting and Project Kickoff	Late June/Early July 2026
Anticipated Project Completion	December 2026
Strategic Plan Period	2027-2028

Motivated and Empowered Inc. reserves the right to revise the procurement schedule, cancel the RFP, extend deadlines, conduct interviews, request clarification, negotiate the final scope, or make no award if doing so is in the best interest of the organization.

9. Award Conditions, Contracting, and Payment

9.1 Award Conditions

Issuance of this RFP does not obligate Motivated and Empowered Inc. to award a contract, pay proposal preparation costs, or fund any proposal in whole or in part. Any award is contingent upon organizational approval, final scope negotiations, availability of funds, and execution of a written agreement.

9.2 Contract Term

The anticipated project period is July 2026 through December 2026. Respondents may propose a timeline that meets or improves upon this schedule while ensuring adequate time for community engagement, data analysis, plan development, review, and final approval.

9.3 Budget and Payment

Respondents should propose a fixed-fee or milestone-based budget that clearly identifies costs by major task and deliverable. The budget should include all professional fees, facilitation costs, survey tools, meeting materials, travel, data analysis, report writing, presentation preparation, and any other project expenses. Motivated and Empowered Inc. may negotiate final payment terms based on milestones and deliverables.

9.4 Ownership of Materials

All final reports, survey instruments, raw and summarized data, presentation materials, strategic planning documents, implementation tools, and related deliverables produced under the final agreement shall become the property of Motivated and Empowered Inc. The selected respondent may not publish, distribute, or use confidential information without written permission.

10. Terms, Conditions, and Reservation of Rights

- Motivated and Empowered Inc. reserves the right to reject any or all proposals, waive minor irregularities, request clarification, negotiate with one or more respondents, conduct interviews, and make no award.
- Motivated and Empowered Inc. may modify, suspend, cancel, or reissue this RFP at any time if determined to be in the organization's best interest.
- Respondents are responsible for all costs incurred in preparing and submitting proposals.
- Respondents must certify that proposal information is true, complete, and accurate to the best of their knowledge.
- The selected respondent must comply with applicable federal, state, and local laws, confidentiality requirements, insurance requirements, and data protection expectations.
- The selected respondent must conduct all engagement in a manner that respects youth, families, staff, and community members and reflects the values of Motivated and Empowered Inc.
- Motivated and Empowered Inc. may require proof of insurance, references, business registration, tax documentation, and other materials prior to contract execution.

Attachment 1: Proposal Submission Format Guide

To ensure a consistent and efficient review process, each respondent must submit one complete proposal that includes all required sections and attachments.

Required Proposal Format

12. Cover Page
13. Executive Summary
14. Respondent Overview and Qualifications
15. Project Understanding and Proposed Approach
16. Community Engagement and Survey Methodology
17. Project Work Plan and Timeline
18. Staffing Plan and Key Personnel
19. Deliverables and Final Products
20. Budget and Budget Narrative
21. Relevant Experience, References, and Work Samples
22. Required Attachments and Certifications

Final Reminder

Respondents are responsible for submitting a proposal that is complete, clearly organized, easy to review, and responsive to the requirements of this RFP. Failure to follow the required format or clearly address the scope of work may result in a lower score or a determination that the proposal is non-responsive.

Attachment 2: Budget and Narrative Form

Respondents may use the format below or provide an equivalent budget format that clearly identifies proposed costs and assumptions.

Budget Category	Description/ Assumptions	Hours/Units	Rate	Total Cost
Project Management and Kickoff				
Document/Data Review				
Community Listening Sessions				
Survey Design and Administration				
Data Analysis and Landscape Scan				
Strategic Planning Facilitation				
Draft Strategic Plan				
Final Strategic Plan and Presentation				

Budget Category	Description/ Assumptions	Hours/Units	Rate	Total Cost
Implementation Dashboard/Tools				
Travel/Materials/ Other				
Total Project Cost				

Budget Narrative: Provide a brief explanation of the budget, including staffing assumptions, number of meetings or sessions included, survey tools, travel or material costs, participant incentive assumptions if proposed, and any costs not included in the proposed fee.

Attachment 3: Reviewer Scoring Sheet

Evaluation Criterion	Max Points	Score Awarded	Reviewer Comments
Demonstrated Experience	10		
Understanding of Motivated and Empowered Inc. and Project Purpose	10		
Methodology and Work Plan	15		
Community Engagement and Cultural Responsiveness	15		
Survey Design and Data Analysis Capacity	10		
Strategic Planning and Implementation Expertise	15		
Project Management and Staffing	10		
Deliverables and Final Products	10		
Budget Reasonableness and Value	10		
References, Examples, and Overall Responsiveness	5		
Total Score	110		

Attachment 4: Deliverables Checklist

Completed	Deliverable	Notes
<input type="checkbox"/>	Project kickoff and work plan	
<input type="checkbox"/>	Document and data review summary	
<input type="checkbox"/>	Community engagement plan	
<input type="checkbox"/>	Listening session tools	
<input type="checkbox"/>	Community listening sessions	
<input type="checkbox"/>	Needs and landscape survey	
<input type="checkbox"/>	Landscape scan report	
<input type="checkbox"/>	Strategic planning facilitation	
<input type="checkbox"/>	Draft strategic plan	
<input type="checkbox"/>	Final strategic plan	
<input type="checkbox"/>	Implementation dashboard/template	
<input type="checkbox"/>	Final presentation	