



COMMUNITY FOUNDATION OF ANNE ARUNDEL COUNTY
Request for Proposals: Strategic Planning Consultant
Issued: June 10 | Proposals Due: July 10

About the Community Foundation of Anne Arundel County

The Community Foundation of Anne Arundel County (CFAAC) is a nonprofit public charity dedicated to improving quality of life through its mission of inspiring and promoting philanthropy in Anne Arundel County by connecting people who care with causes that matter. Founded to serve as the philanthropic hub of our region, CFAAC manages a diverse portfolio of charitable funds — including Donor Advised Funds, Scholarship Funds, Field of Interest Funds, and Component Funds — and awards grants to nonprofits addressing the county's most pressing needs as defined by its triannual Community Needs Assessment Report. CFAAC also serves as the 501(c)(3) fiscal sponsor and administrative home for giving circles and collective giving initiatives, including Anne Arundel Women Giving Together and Collective Giving of Anne Arundel County; as well as for the Anne Arundel Estate Planning Council.

As a growing organization at an important moment in its history, CFAAC is committed to thoughtful, community-centered stewardship of its resources and relationships. We are currently welcoming new staff, expanding our programs, and preparing to respond to significant and evolving community needs. This strategic planning process represents an important investment in our future, and we are seeking a consultant who shares our values of equity, collaboration, and impact.

Overview and Purpose

CFAAC invites proposals from qualified nonprofit consultants and consulting firms with demonstrated expertise in facilitating strategic planning processes for community foundations or comparable philanthropic organizations. The selected consultant will partner with CFAAC's leadership, board of directors, and staff to develop a clear, actionable, and inspiring refresh of the three-year strategic plan that will guide the organization's work from 2027 through 2029.

The strategic planning process will build on a robust stakeholder engagement effort already underway, including a community-wide survey distributed to approximately 10,000 stakeholders across Anne Arundel County. The selected consultant will be expected to synthesize that data alongside information gathered through stakeholder interviews, an environmental scan, and input from board and staff retreats to produce a final written strategic plan.

Scope of Work

The selected consultant will be responsible for the following:

- **Discovery and Assessment** — Review organizational documents, prior strategic plans, stakeholder survey results, and relevant community data. Conduct up to 20 one-on-one interviews with board members, staff, donors, nonprofit partners, and community leaders. Complete an environmental scan that benchmarks CFAAC against peer community foundations and identifies sector trends relevant to the organization's strategic direction. All materials shared during this phase, including internal documents, financial data, and stakeholder feedback, are considered confidential and should not be disclosed outside the scope of this engagement.
- **Board Retreat Facilitation** — Design and facilitate a half-day board retreat led by the consultant. The retreat should be structured to present findings from the discovery phase, guide board members through a strategic prioritization process, and produce a board-approved framework of strategic pillars and goals. The consultant should bring a clear and engaging facilitation methodology that draws out diverse perspectives, encourages candid conversation, and moves the group toward alignment and decision-making for an updated strategic plan.
- **Staff Retreat Facilitation** — Design and facilitate a full-day staff retreat to gather input on organizational priorities, program opportunities, and operational strengths and gaps. Produce a written summary of key themes and staff recommendations for leadership review.
- **Strategic Plan Development** — Synthesize all findings, retreat outcomes, and leadership input into a concise, well-written, one-page strategic plan suitable for public distribution and board adoption. The plan should clearly articulate CFAAC's mission, vision, strategic pillars, and three-year goals in language that is accessible, inspiring, and reflective of the organization's voice and values. The consultant will also produce a more detailed internal implementation framework to support year-one work planning.
- **Presentation and Adoption Support** — Present the draft strategic plan to CFAAC's board of directors for review, incorporate feedback, and support the formal adoption process.

Proposal Requirements

Qualified consultants are asked to submit a proposal addressing each of the following elements:

- **Organizational Overview** — Provide a brief description of your consulting practice or firm, including your organizational mission, areas of expertise, and the types of clients you typically serve. If you are an independent consultant, please describe your professional background and the network of resources you draw upon.
- **Vision and Approach** — Describe your overall vision for this engagement. How do you approach strategic planning with a growing community foundation at a pivotal moment? What values and principles guide your work, and how do you ensure that the resulting plan reflects the authentic voice and priorities of the organization rather than a generic template?

- **Methodology** — Provide a detailed description of your proposed methodology for each phase of the engagement, including discovery, stakeholder interviews, staff and board retreat facilitation, and plan development. Include your approach to synthesizing qualitative and quantitative data into strategic insights, and describe how you facilitate productive, inclusive conversations with boards of varying size and composition.
- **Board Retreat Design** — Describe your specific approach to designing and facilitating a strategic planning board retreat. What does a successful retreat look like in your experience? How do you prepare board members in advance, manage group dynamics during the session, and ensure that the outcomes of the retreat translate directly into the written plan?
- **Qualifications and Experience** — Provide a summary of your relevant experience facilitating strategic planning processes for nonprofit organizations, community foundations, or philanthropic institutions. Include at least three references from comparable engagements completed within the past five years, with contact information and a brief description of the scope of work performed.
- **Proposed Timeline** — Provide a proposed project timeline from contract execution through final plan adoption, including key milestones and deliverables. CFAAC anticipates completing this process within six months of consultant selection.
- **Budget** — Provide a detailed budget for the full scope of engagement, including consulting fees, travel, and any other anticipated expenses. Please itemize costs by phase where possible and indicate whether your proposal includes any optional components or variable fee structures. CFAAC will not reimburse expenses outside of the agreed-upon contract amount unless approved in writing in advance.

Evaluation Criteria

Proposals will be evaluated on the following criteria:

- Demonstrated experience with strategic planning for community foundations or comparable philanthropic organizations
- Quality and clarity of the proposed methodology and facilitation approach
- Evidence of a collaborative, values-driven consulting philosophy
- Strength of references and prior client outcomes
- Feasibility and transparency of the proposed budget
- Overall fit with CFAAC's culture, mission, and community context

Submission Instructions

Proposals must be submitted electronically in PDF format to John Rodenhausen, President and CEO at John@CFAAC.org no later than July 10, 2026, 5:00 p.m. Proposals received after this deadline will not be considered. CFAAC reserves the right to request follow-up interviews with finalists, negotiate scope and fees prior to contract execution, and reject any or all proposals at its discretion.

Timeline

Milestone	Date
RFP Issued	June 10
Proposals Due	July 10
Finalist Interviews	July 17
Consultant Selected	July 20
Engagement Begins	July 31

About This Opportunity

CFAAC is committed to an inclusive and transparent selection process. We encourage proposals from consultants of diverse backgrounds and lived experiences, and we particularly welcome proposals from individuals and firms with deep familiarity with Anne Arundel County, the greater Maryland philanthropic landscape, or the unique opportunities and challenges facing community foundations in a rapidly changing environment.

We look forward to reviewing your proposal and to the possibility of partnering with you on this important work.

About CFAAC

The Community Foundation of Anne Arundel County (CFAAC) is a tax-exempt, 501(c)(3) publicly supported philanthropic organization dedicated to inspiring and promoting giving in Anne Arundel County by connecting people who care with causes that matter. Established in 1998, CFAAC is one of the largest funders of nonprofit organizations in the county, distributing \$6 to \$9 million annually to support a wide range of local needs. Learn more at www.cfaac.org.

Community Foundation of Anne Arundel County | CFAAC.org | 410.280.1102