



Request for Proposals (RFP)

Strategic Planning Facilitation for Potts Family Foundation Five-Year Visioning Process

1. Background

The Potts Family Foundation (PFF) is a private family foundation dedicated to strengthening communities and promoting systemic, long-term change throughout Oklahoma. Through grantmaking, partnerships, and convening, the Foundation supports organizations and efforts that improve outcomes for children, families, and communities statewide.

As the Foundation continues to evolve, the Board of Directors and staff seek an experienced external facilitator to guide a strategic planning process that will result in a clear, actionable vision for the next five years. This process will bring together board and staff in a shared, aligned effort to clarify priorities, strengthen internal coherence, and position the Foundation for greater systems-level impact.

The Foundation is committed to ensuring that its strategic direction remains aligned with its mission, values, and intended impact. This planning process will include reflection on current alignment, opportunities for increased effectiveness, and long-term sustainability.

2. Purpose of the RFP

The purpose of this RFP is to identify a consultant or consulting team to **design and facilitate a strategic planning session (or series of sessions)** for Potts Family Foundation board and staff. The selected provider will help the Foundation:

- Develop a shared five-year vision grounded in its mission and values
- Explore future opportunities and challenges through a systems lens
- Align board and staff around strategic priorities and roles
- Produce tangible outputs that can guide decision-making and operations

- Assess alignment between current programs, partnerships, and the Foundation’s mission, vision, and values
- Define success measures or indicators to evaluate progress toward strategic priorities

3. Scope of Work

The selected provider will be expected to collaborate closely with Foundation leadership to design and deliver a customized strategic planning process. Anticipated elements of the scope include, but are not limited to:

a. Planning & Design

- Review key background materials (e.g., mission, vision, values, prior strategies, program data)
- Conduct discovery conversations or interviews with board members and senior staff (if recommended) and/or surveys with Foundation stakeholders
- Design a strategic planning agenda that reflects the Foundation’s culture, size, and statewide reach
- Assess organizational alignment with mission, vision, and values, including any risks or mission drift
- Identify key internal and external factors that may impact long-term sustainability.

b. Facilitation

- Facilitate one or more in-person strategic planning sessions with board and staff
- Use inclusive, engaging, and equity-centered facilitation practices
- Navigate complex conversations related to systems change, power, roles, and priorities
- Ensure productive participation from diverse stakeholders (board and staff)
- Ensure clarity of roles between board governance and staff operations during the planning process
- Promote transparent documentation of input, themes, and decision points through the process

c. Strategy & Vision Development

- Guide the group in articulating:
 - A compelling five-year vision
 - Strategic priorities and areas of focus
 - High-level goals or outcomes aligned to systems change

- Provide insight into the organization’s present and future through a SWOT/SOAR analysis lens
- Support alignment between grantmaking, partnerships, convening, and internal operations
- Define measurable goals, outcomes, or indicators aligned with strategic priorities
- Integrate equity considerations into strategic priorities and outcomes in a clear and actionable manner
- Clarify roles for board and staff in implementation and oversight of the strategic plan

d. Deliverables

- Synthesize outcomes from the planning process into clear, usable materials, such as:
 - A five-year vision statement
 - Strategic priorities and guiding principles
 - Summary of key decisions and next steps
 - Establishing ownership over key areas
 - A set of measurable goals and/or key performance indicators
 - A high-level implementation roadmap (including timelines, responsibilities, and sequencing)
 - Recommendations for monitoring progress and evaluating success over time
 - Documentation of key assumptions, tradeoffs, and decision rationale
- Optional: Recommendations for implementation, monitoring, and periodic review of the strategic plan

4. Desired Provider Qualifications

Proposals should clearly demonstrate the provider’s experience and expertise in the following areas:

- **Systems-Level Work:** Proven understanding of systems change, collective impact, or long-term community transformation
- **Foundation Experience:** Prior experience working with private, family, or community foundations (strategic planning, facilitation, or advisory roles)
- **Statewide Perspective:** Experience working with state-wide organizations, initiatives, or networks, especially those operating across diverse communities and geographies
- **Strategic Facilitation:** Strong facilitation skills with boards and executive leadership teams, including navigating complex dynamics
- **Equity & Inclusion:** Commitment to inclusive, equity-centered approaches in strategy and facilitation.

Additional qualifications that will be considered:

- Experience supporting board governance and clarifying board/staff roles in strategic planning
- Commitment to ethical practice, including confidentiality and disclosure of conflicts of interest
- Ability to design processes that are transparent, inclusive, and well-documented

5. Proposal Requirements

Interested providers should submit a proposal that includes the following components:

- 1. Organizational Overview**
 - Brief description of your organization or practice
 - Relevant experience and areas of specialization
- 2. Approach & Methodology**
 - Proposed approach to the strategic planning process
 - Description of how you would design and facilitate the work
 - How systems thinking would be incorporated
- 3. Relevant Experience**
 - Examples of similar engagements (particularly with foundations or statewide organizations)
 - Brief case studies or client descriptions (no confidential information required)
- 4. Project Team**
 - Description of the lead facilitator(s) and key team members
 - Bios or resumes highlighting relevant experience
- 5. Timeline & Workplan**
 - Proposed timeline, including preparation, facilitation, and deliverables
- 6. Budget**
 - Proposed budget with a clear description of costs and assumptions
 - Any optional components or phased approaches, if applicable
- 7. References**
 - At least two professional references from similar engagements

6. Timeline (Anticipated)

- RFP Issued: May 15, 2026
- Questions Due: June 5, 2026
- Proposals Due: June 26th, 2026
- Provider Selection: July 10th 2026
- Strategic Planning Sessions: August 19th, 2026 12:00-7:00 pm.

Potts Family Foundation reserves the right to adjust this timeline as needed.

7. Evaluation Criteria

Proposals will be evaluated based on:

- Alignment with the Foundation's goals and values
- Demonstrated understanding of systems change and foundation work
- Relevant experience with statewide organizations
- Quality and clarity of proposed approach
- Facilitation and strategic thinking expertise
- Budget alignment and overall value

8. Submission Instructions

Proposals should be submitted electronically in PDF format to:

AJ Griffin

Potts Family Foundation

Email: ajgriffin@pottsfamilyfoundation.org

Subject Line: Strategic Planning RFP – Potts Family Foundation

9. Additional Information

Potts Family Foundation is committed to a fair and inclusive selection process. We encourage proposals from individuals and firms with diverse backgrounds, perspectives, and lived experiences.