



**Request for Proposal: Evaluating Two Earned Income Opportunities for Girls Inc.
—Creating an Online Community
—Delivery of School Assembly or Student Development Workshops**

CONFIDENTIALITY

Selected consultant agrees to sign an NDA while working with Girls Inc.; respondents agree (whether they are selected or not) not to disclose any information contained in the RFP or provided as part of the response process.

OVERVIEW

Girls Inc. is the preeminent girls leadership organization, serving over 100,000 girls across the United States and Canada. The organization seeks proposals from a qualified consultant or consulting firm to perform a full analysis and provide recommendations related to two proposed new program ideas for the Girls Inc. Network. The Network consists of the National office as well as our 76 local organizations (Affiliates).

BACKGROUND

The National office and the Affiliates are all separate independent 501(c) 3 organizations, entirely dependent on charitable donations for their income with the exception of the dues collected by National for services provided to the Affiliates. The National office has an operating budget of approximately \$20 million, and the Network as a whole has a budget of \$100 million.

In order to make a significant reduction in the organizations' dependence on fundraising, it is hoped that earned income would be projected to reach at least 10% of the overall budget within some reasonable time frame. The National office of Girls Inc. seeks to learn more about two potential approaches to creating a significant earned income stream for the Network.

Girls Inc. seeks a consultant or firm to support the **research, analysis, and development of potential earned revenue strategies**. These findings will be brought to key leadership at Girls Inc. to further discussion by the Network and the Board, and ultimately to the National Council.

Girls Inc. first needs to translate its unique value proposition in the non-profit sector into an earned income value proposition. Building on existing Girls Inc. work, the consultant will examine and understand the strengths and potential opportunities for earned income strategies. At the same time, the consultant will create a quick landscape analysis to examine where Girls Inc.'s potential earned income strategies relate to similar offerings across US and Canada.

The consultant will then analyze the research alongside existing opportunities highlighted by Girls Inc., which includes two key questions:

- 1) How might the organization earn revenue by creating an online community or marketplace for girls and caregivers to/parents of/teachers of girls with resources and merchandise, podcasts, sponsorships? How much potential is there, and what effect might it have on our existing revenue streams?
- 2) Could we create a series of school assembly programs or short workshops for girls (one-day, half-day, or hourlong) that would involve elements of the Girls Inc. Experience (healthy sexuality, advocacy, mental health, mind+body) that could be assembly-based and be offered to schools by a trained team of facilitators, on a fee-for-services basis, as a resource? Would we be able to measure this along with our other outcomes? Again, what effect might it have on our existing revenue streams? And how might we study the impact of these offerings on our ability to enter new schools or new markets?

The consultant or consulting firm will perform a landscape analysis and a proposed decision framework for Girls Inc. leadership to use when considering options related to building and then executing on one or more earned income streams, paying specific attention to the foundational business plans, operational lifts to launch the services, and the outline of a tactical framework to achieving success. All along, there is a consistent need to ensure that the mission is centered in all potential earned income services and strategies.

OVERVIEW OF EXPECTATIONS

We envision the work including data gathering; analysis and visioning, resulting in a multiyear plan with implementation recommendations and budget. In each phase, the selected consultant will engage with the necessary stakeholders to help Girls Inc. evaluate the potential risks and opportunities.

The study should comprise—at minimum—the following environmental scan for each concept, including but not limited to the following:

- What is the competition?
- Provide any available data on existing need
- Develop data on need
- Provide any available data on existing demand
- Develop data on demand
- Ascertain possible investment opportunities: are there funders or sponsors who would support?
- How might we consider collaboration, and in what sequence, as this new capability is built? What potential individuals or organizations should we consider for the functions/partnerships identified by the consultant/s? Address potential for collaborating with existing affiliates to deliver "assemblies" as well as criteria to ensure we're not competing with network member organizations.

The major deliverable of the final phase of work shall be a decision-making framework that can be used to review and/or evaluate recommendations and subsequent actions.

Additional deliverables include the following:

- Key success metrics in short-term and long-term timelines
- A summary of the various data
- A business case
- A business plan with proposed investment including staffing needs and any other considerations
- An execution plan
- A sustainability plan
- Projected timeline and outcomes

Given the mandate to develop a significant source of earned income for a national organization with an overall budget of \$100 million, ultimately Girls Inc. seeks recommendations on whether and how to advance these ideas to a next stage of development.

PROPOSAL SPECIFICATIONS

Proposals should include:

- Approach, work plan, timeline and deliverables
- Clear definition of roles and responsibilities for Girls Inc. National and firm within the scope of work
- Team members involved, roles, and biographies
- At least three client references
- Pricing
- Any adjustments to the timeline above and the rationale for that adjustment
- Statement of firm's commitment to Diversity, Equity and Inclusion

Proposal Evaluation Criteria

Cost (25%)

- Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project

Overall proposal suitability (45%)

- Proposed solution(s) must meet the scope and needs and be presented in a clear and organized manner

Management judgment (30%)

- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Previous work: Bidders will be evaluated on examples of their experience as well as client testimonials and references

Please email RFP2023@girlsinc.org with questions before August 15, 2023.

Proposals should be submitted by **August 31, 2023**, with pricing commitments to RFP2023@girlsinc.org Please include RFP RESPONSE in the subject line.

ABOUT GIRLS INC.

[Girls Inc.](#) inspires all girls to be strong, smart, and bold. Our comprehensive approach to whole girl development equips girls to navigate gender, economic, and social barriers and grow up healthy, educated, and independent. These positive outcomes are achieved through three core elements: people - trained staff and volunteers who build lasting, mentoring relationships; environment - girls-only, physically and emotionally safe, where there is a sisterhood of support, high expectations, and mutual respect; and programming - research-based, hands-on and minds-on, age-appropriate, meeting the needs of today's girls. Informed by girls and their families, we also advocate for legislation and policies to increase opportunities for all girls.