



Request for Proposal **Evaluating the Creation of a “Virtual Affiliate” for Girls Inc.**

CONFIDENTIALITY

Selected consultant agrees to sign an NDA while working with us; 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 landscape analysis and a proposed decision framework for Girls Inc. leadership to use when considering options related to a prospective service expansion initiative.

The organization has received affirmation through an external evaluation conducted by the American Institutes of Research that the Girls Inc. Experience—a combination of trained mentors, safe spaces and research-based curriculum—provides measurable positive outcomes for the girls who participate, as compared to their peers who do not. The organization now seeks to increase the number of girls served significantly; over time. The network of 76 affiliates will have some ability to increase their service numbers. In order to assess its capacity to scale up significantly over the short term, the organization would like to understand the following:

- 1) How might the creation of an online Girls Inc. Experience be feasible, and with what investment of resources, with the requirement that it be measurably beneficial to girls (according to the same criteria currently used to evaluate the effectiveness of the current Girls Inc. Experience)?
- 2) How might we anticipate the in-person and virtual experiences to provide different resources for those participating (e.g., what cannot be translated into an online experience and what can only uniquely be an online experience)?
- 3) Depending on the scenarios considered, how might we anticipate changes in the growth in the number of girls reached, and over what period of time?
- 4) What internal and external factors might we anticipate that would affect the projected outcomes, including any partnerships that are necessary to achieve the ideal success metrics and goals? How would we need to proceed in order to increase our likelihood of identifying and understanding these external factors?

BACKGROUND

Girls Inc. seeks input on what we believe might be an approach to increasing the number of girls, primarily from our target demographic (girls of color and girls from families with low income), who can benefit from the Girls Inc. Experience. This approach now needs to be analyzed more fully by outside experts, to conclude in a business case and projections that we hope to bring for further discussion by the Network and the Board, and ultimately to the National Council.

The question: How might the organization build a Virtual-First Girls Inc. that constitutes a Girls Inc. Experience that would be measurable and successful by our current evaluation 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? What are the existing offerings that Girls Inc. should review when considering the creation of a Virtual-First Girls Inc.
- How do we consider existing Affiliates in this scan? How do/could they contribute to the development and success of a Virtual-First Girls Inc.?
- 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?

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 may 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

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

Proposals will be evaluated on the following 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 contact RFP2023@girlsinc.org with questions before **August 15, 2023**.

Proposals should be submitted by **August 31, 2023**.

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.