



Montana Abortion Access Program

Request for Proposals Organizational Strategic Planning February 24, 2025

Montana Abortion Access Program (MAAP) protects and fosters reproductive autonomy by providing financial, logistical, and emotional support for abortion care. In 2024, we pledged over \$180k to support individuals seeking abortions in Montana. The surge in recent applications reflects a rapidly changing abortion access landscape, driven by mounting restrictions and uncertainty nationwide. As these attacks continue to reshape how and where care is accessed, MAAP remains committed to evolving with the needs of our clients, ensuring that support grows as barriers to care increase.

We are seeking a consultant to guide the development of a strategic plan to shape our organization's direction over the next three years. As part of this process, we aim to create a flexible plan with a scheduled check-in around February 2027 to assess its relevance and make any necessary adjustments. The consultant will also support our board and staff in scenario planning for anticipated shifts in the abortion access landscape.

The ideal consultant will be adaptable and responsive to our evolving needs, working closely with our Executive Director, board, and key stakeholders to evaluate our current operations and capacity. They will assess opportunities, risks, and challenges within the current political context and help us develop a flexible, forward-thinking strategy for the years ahead.

Project Goals & Objectives

- Develop a strategic plan that aligns with our mission and vision while remaining responsive to the evolving abortion access landscape.
- Engage key stakeholders (e.g., board members, staff, volunteers, funders) in the planning process.
- Identify strategic priorities and actionable goals for the next two years, along with the associated risks and opportunities they present for the organization.
- Provide recommendations for continued organizational resiliency, capacity-building, and sustainable funding strategies.
- Establish measurable outcomes and a time for implementation.

Scope of Work & Deliverables

1. **Key informant interviews & summarize notes with key themes:** Facilitate interviews with key stakeholders (staff, board, nonprofit partners, volunteers, community members).
2. **Situational analysis report:** Conduct a situational analysis of the organization (e.g., SWOT analysis, organizational assessment).
3. **Board & staff planning meeting:** Lead one in-person strategic planning session with the board and staff.
4. **Strategic Plan:** A comprehensive strategic plan outlining key priorities, actionable goals, an implementation timeline, and a finalized action plan, to be completed by August 2025.
5. **Refreshed strategic plan:** Around February 1, 2027 - Revisit and revise strategic plan with the MAAP team as needed.

Proposal Requirements

A complete proposal will include:

- Cover letter – brief introduction and summary of the proposal and why you'd like to work with MAAP .
- Consultant background – overview of your experience and qualification in nonprofit strategic planning and abortion access work.
- Approach and Methodology – describe your approach to the strategic planning process and the methodologies you will use; include a high-level project timeline.
- Budget – provide a high-level budget that includes consultant fees, travel to Montana for one in-person meeting, and any other project related-costs. Please note that MAAP has allocated a budget of \$4,000–\$10,000 for engaging a strategic planning consultant.
- References – provide a list of 2-3 clients for whom you have provided strategic planning services.

Timeline

MAAP will accept proposals through March 30th, 2025.

February 28th, 2025 – RFP Issued

March 30th – Proposal Submission Deadline

April 7th - 11th – Interviews

April 18th, 2025 – Consultant Selection

Proposal Submission

Please submit your proposal to Erin Case, Montana Abortion Access Program Executive Director, at erin@mtabortion.org. If you have any questions prior to submitting a proposal, please don't hesitate to reach out.