



Strategic Planning Consulting Services

REQUEST FOR PROPOSAL



I. CONTACT INFORMATION

Organization Name:	SIGMA GAMMA RHO SORORITY, INCORPORATED
Key Contact Person:	AMINATA [AMY] MBAYE
Job Title:	CHIEF OF STAFF
Mailing Address Line 1:	P.O. BOX 27688
Mailing Address Line 2:	
City:	RALEIGH
State/Province:	NORTH CAROLINA
Zip/Postal Code:	27611
Phone:	919-678-9720
Fax:	919-678-9721
E-mail Address:	CHIEFOFSTAFF@SGRHO1922.ORG
Web Address:	WWW.SGRHO1922.ORG
Preferred Method of Communication:	Phone, Email
Billing Contact Person:	DANETTE SAMILTON, NATIONAL TREASURER
E-mail Address:	GRANDTAMIOCHUS@SGRHO1922.ORG

II. INTRODUCTION

Purpose of the RFP: Sigma Gamma Rho Sorority, Inc. seeks an experienced and innovative strategic planning consultant or firm to facilitate the development of a comprehensive strategic plan that will guide our organization's growth, impact, and operational excellence over the coming years. This strategic plan should align with the sorority's mission of enhancing community quality of life through public service, leadership development, and education, while also addressing key challenges and opportunities in areas such as membership growth, organizational structure, financial sustainability, program delivery, and stakeholder engagement.

Organization Overview: Sigma Gamma Rho Sorority, Inc. is a leading international, non-profit organization dedicated to enhancing the quality of life for women and their families in the U.S. and globally through community service, civil, and social action. Our mission is to enhance the quality of life within the community. Public service, leadership development, and education of youth are the hallmark of the organization's programs and activities.



III. PROJECT GOALS AND SCOPE OF SERVICES

Project Goals:

- Develop a clear and actionable strategic plan for the next 5 years.
- Identify key strategic priorities and initiatives in the areas of membership growth, organizational structure, financial sustainability, program delivery and stakeholder engagement
- Enhance organizational effectiveness and efficiency.
- Foster stronger community engagement and partnerships.

Scope of Services:

The selected provider will work closely with Sigma Gamma Rho's Executive Leadership Team, Board of Directors, and key stakeholders across the organization to deliver a strategic planning process that is comprehensive, inclusive, and aligned with our organizational mission and values. The provider will undertake the following key tasks:

- 1. Conduct a Thorough Assessment of Current Operations and Strategic Initiatives**
 - Perform a comprehensive review of Sigma Gamma Rho's current operational structure, programs, and existing strategic initiatives, analyzing areas of strength, gaps, and areas for improvement. This assessment will include reviewing program effectiveness, membership engagement, and resource allocation to determine alignment with the organization's goals and mission.
- 2. Facilitate Collaborative Workshops, Focus Groups, and Surveys**
 - Design and implement engagement activities, such as workshops, focus groups, and surveys, that involve a wide range of internal and external stakeholders. These sessions will gather qualitative and quantitative data to ensure that member perspectives, partner organizations, and community insights shape the strategic plan. The provider will be responsible for synthesizing this feedback into actionable insights.
- 3. Identify and Analyze Key Strategic Priorities and Growth Opportunities**
 - Analyze data from the assessment and stakeholder engagement processes to identify critical strategic priorities. This analysis will include identifying growth opportunities, potential challenges, and areas for innovation within the organization. The provider will collaborate with Sigma Gamma Rho's leadership to prioritize these opportunities in alignment with long-term goals.
- 4. Develop Clear, Actionable Goals with Timelines and Metrics**
 - Using findings from the assessment and analysis phases, the provider will establish a set of measurable, actionable goals that are structured to drive impactful outcomes. These goals should include specific timelines, required resources, and key performance indicators (KPIs) to guide



effective implementation. These goals should also include objectives and key results (OKRs) for the regions, local, and international chapters. The strategic plan should have built-in flexibility to adapt to changing conditions over the planning period.

5. Develop a Comprehensive Marketing and Branding Strategy

- Make recommendations towards enhancing Sigma Gamma Rhos' marketing and branding efforts by conducting a thorough review of the organization's current brand positioning, messaging, and outreach strategies. This will include creating a cohesive, actionable marketing strategy that strengthens the organization's identity, increases visibility, and fosters engagement across key channels. The strategy will address areas such as brand messaging, digital presence, public relations, and targeted marketing campaigns. Additionally, the provider will establish key performance indicators (KPIs) to measure the effectiveness of these efforts and provide ongoing recommendations for optimization to ensure sustained impact and alignment with Sigma Gamma Rho's strategic priorities.

6. Produce a Comprehensive Strategic Plan Document with Monitoring and Evaluation Recommendations

- The final deliverable will be a strategic plan document that includes the organization's vision, mission, core values, strategic priorities, and goals, presented in a clear and accessible format. This document should serve as a roadmap for leadership and will include recommendations for ongoing monitoring and evaluation to ensure accountability and continuous improvement. The provider may also advise on systems or frameworks for tracking progress against KPIs, conducting periodic reviews, and adjusting the plan as necessary to remain responsive to the evolving needs of Sigma Gamma Rho and its stakeholders.

V. PROPOSAL REQUIREMENTS

We seek proposals from firms with experience in strategic planning for nonprofit or membership-based organizations, preferably with an understanding of historically Black sororities or similar service-oriented groups. Proposals should include evidence of relevant experience, a proposed approach and timeline, and pricing.

Company Information:

- Provide an overview of your firm, including history, mission, and core values.
- Describe your experience in providing strategic planning consulting services, particularly to non-profit organizations.

Project Approach:

- Outline your approach to strategic planning, including methodologies and tools you will use.
- Describe how you will engage with our stakeholders throughout the process.
- Describe how you will compile data, research, KPIs and OKRs for the strategic goals.



Team Composition:

- Provide bios and qualifications of the team members who will be involved in the project.
- Highlight any relevant experience they have in working with similar organizations.

Timeline:

- Provide a detailed timeline for the project, including key milestones and deliverables.

Budget:

- Provide a detailed cost proposal, including a breakdown of fees and expenses.
- Indicate any potential additional costs that may arise during the project.

Legal:

- Active business license
- If personal data is collected, confirmation of adherence to data privacy laws

References:

- Contact information for at least three references accompanied by three strategic plans that have been written and implemented.

VII. SUBMISSION GUIDELINES

Deadline:

- Proposals must be submitted by July 30, 2025

Submission Instructions:

- Submit proposals electronically to chiefstaff@sgrho1922.org .
- Include “RFP for Strategic Planning Consulting Services” in the subject line.

VIII. SELECTION PROCESS

Review Process:

- Proposals will be reviewed by a committee of Sigma Gamma Rho Sorority, Inc.
- Shortlisted firms may be invited for an interview or presentation.

Notification:

- The selected firm will be notified by August 30, 2025



IX. TERMS AND CONDITIONS

- Sigma Gamma Rho Sorority, Inc. reserves the right to reject any or all proposals.
- All proposals must be valid for a period of 90 days from the submission deadline.
- The selected firm will be required to enter a formal contract with Sigma Gamma Rho Sorority, Inc.

X. QUESTIONS AND CLARIFICATIONS

Any questions or requests for clarification regarding this RFP must be submitted in writing to Amy Mbaye at chiefstaff@sgrho1922.org.