



## REQUEST FOR PROPOSALS for STRATEGIC PLANNING SERVICES

### Purpose

The Animal Agriculture Alliance is requesting proposals from interested, qualified, and experienced professional strategic planning firms or individuals to provide strategic planning and facilitation services. We are seeking input and guidance to help the Alliance develop its next five-year Strategic Plan for the period of January 1, 2027 to December 31, 2031.

The proposal should provide an executive summary of the work that will be performed, a detailed work breakdown, with timeframes, of the steps that will be taken to develop a strategic plan, a budget for the project, and three references for which similar services have been provided.

### Background

**Mission:** This Animal Agriculture Alliance is a nonprofit organization working to safeguard the future of animal agriculture and its value to society by bridging the communication gap between farm and food communities.

We **CONNECT** key food industry stakeholders to arm them with responses to emerging issues. We **ENGAGE** food chain influencers and promote consumer choice by helping them better understand modern animal agriculture. We **PROTECT** by exposing those who threaten our nation's food security with damaging misinformation.

Launched in 1987, the Animal Agriculture Alliance is a national 501c3 nonprofit organization based in Arlington, VA with a remote staff of five full-time employees. Building on the organization's history of cultivating relationships across the food chain and its issue expertise, the Alliance continues to be uniquely positioned to coordinate the industry's strategic efforts to provide a unified voice on behalf of America's farmers, ranchers, allied industries and companies that produce and sell meat, poultry, dairy, eggs, and seafood. The goal of the Alliance is to provide a positive, factual voice on animal care, sustainability and other production issues to key influencer audiences while working to ensure animal protein sourcing decisions are made based on facts, thereby protecting science-based agricultural practices and technologies and consumer choice.

During the creation of this strategic plan, the Alliance is interested in careful and critical review of all programs and activities in order to determine alignment with organizational goals and ensure time and resources are invested in areas with the highest potential for impact.

Our current strategic plan for the period of May 1, 2021 – December 1, 2025 should be reviewed for more thorough understanding of the Alliance's current goals, objectives and programs.



## Scope of Work

The Alliance requests the consultant help facilitate through the following areas of engagement. The Alliance is open to additions or changes to this scope based on recommendations of the facilitator.

1. SWOT Survey & Analysis
  - Consultant will review and provide feedback on a draft survey to be sent to Alliance members and potential prospective members.
  - Consultant will review survey results and provide analysis that will be used to facilitate development of goals and objectives.
2. Development of Alliance's Goals and Objectives
  - The consultant will provide input into creating a Strategic Planning Committee and will facilitate at least one strategic planning session designed to potentially reset or update and enhance the Alliance's mission, goals and objectives.
3. Development of Strategic Plan
  - Based on results from the planning session, consultant will help the team develop a detailed five-year plan that builds upon the previous plan (and continues toward achieving the Alliance's mission.
4. Roadmap for Achieving Strategic Plan Success
  - Metrics to measure success will be outlined in each area of work, as well as how best and how often to report progress to board members.
5. Approval of Strategic Plan
  - The plan will be presented to the board for approval in December 2026.

## Timeline

Proposals Due	September 26, 2025
Consultant Selection	October 31, 2025
Contract commencement	January 1, 2026
Gather stakeholder input	January – February 2026
Review stakeholder input	March 2026
Conduct planning session	TBD
Submit final deliverables	September 2026
Complete review of deliverables	October 2026
Completion of Strategic Plan Proposal	November 2026
Board consideration	November 2026

## Ownership, Confidentiality and Liability

All intellectual property will become the property of the Animal Agriculture Alliance. All data remains the sole property of the Alliance. The consultant shall further agree to keep information related to any and all contracts with the Alliance in strict confidence, including, but not limited to, the terms of the contract(s) and any confidential organizational information or proprietary information learned through its dealings with us.

The Alliance assumes no responsibility or liability for costs incurred by consultant prior to the signing of any contract resulting from this bid and/or post-bid interviews. Further, the awarded consultant is expected to have in place liability insurance germane to the scope of their services.

## **Contact Information and Submission Instructions**

If you are interested in being considered for this work, please submit your proposal by September 26, 2025 to Alliance President and CEO Hannah Thompson-Weeman at [hthompson@animalagalliance.org](mailto:hthompson@animalagalliance.org). Questions about this RFP can also be addressed to Hannah.