



## Request for Proposals

Help Us Support Women Environmental Professionals

### Background

With a community of over 2,000 members, the Women's Environmental Network (WEN) is a 20-year-old non-profit organization serving San Francisco Bay Area women working to protect the environment. Founded in 1997 by a small group of women driven to create and empower a community of women working (or seeking to work) in environmental careers of all sorts, WEN is and always has been, run by a volunteer board of directors. Our key programmatic activities are: 1) an array of networking, educational, and career-development events; 2) relevant, original content delivered via our website at [wencal.org](http://wencal.org) and on several social media platforms; and 3) environmental book clubs in San Francisco, the East Bay, and the Peninsula.

Over WEN's existence, the number of women working in environmental fields has grown significantly and the number of organizations serving this population has expanded. While the number of women in environmental fields is rising, women continue to face barriers to advancement and lack the support needed to excel in complex social and political systems. As we look to the future, WEN is focused on taking a look at our model with an eye to refining it to best serve the needs of our members and potential new members.

### Opportunity

In 2016, WEN secured a grant from the Gordon and Betty Moore Foundation for the purpose of developing a strategic plan. As part of the goals of the grant, WEN is looking to evaluate the needs of our community, identify the specific value we bring that differentiates us from other groups in the Bay Area, and determine how to better serve our community in a more focused way. WEN has the potential and desire to implement higher-impact programs that will enable women in the Bay Area to succeed and advance in their careers.

That's where you come in! WEN seeks an enthusiastic contractor with significant experience working in or with the non-profit sector to analyze the space in which WEN operates and to recommend actions WEN can take to address the unmet needs of women working in the environmental field. With your help, we will include more value-added programs that promote inclusivity and diversity, increase engagement with WEN, and expand WEN's community.

## Scope of Work

1. Provide a **landscape assessment** on what other Bay Area organizations serve women working in environmental careers. The assessment should: summarize how each organization differentiates itself and the value they provide to members, identify gaps that currently exist in these offerings that WEN could fill, and articulate how WEN can differentiate itself and provide greater value to members. Note: WEN will provide contractor with an initial list of local organizations.
2. Based on the landscape assessment and your expertise, recommend two or more innovative **mentorship models** which WEN could pilot. Note: WEN understands that the assessment may reveal that a mentorship program may not be the most appropriate use of resources; if that is the case, the contractor will provide at least one alternative program or service that WEN could provide its members.
  - a. Include a cost-benefit analysis that both outlines the resources needed to successfully implement the model and describes its value to our members.
3. Based on the landscape assessment and contractor's expertise, recommend three or more **membership models** which WEN could implement with the goal of supporting a paid staff person and generating funds needed to run WEN programs.
  - a. Include a financial assessment of the potential costs of administering the models, incorporate different price points with the goal to be inclusive for women at all income levels, and identify potential organizational sponsors.
  - b. Submit a tiered sequence of roll-out for each proposed model.

## Budget, Timeline, & Deliverables

WEN anticipates that this work will be part-time over a two-month period, with a total anticipated budget of \$15,000.

Contractor's main deliverables will be a draft and final copy of a report that includes the three items described in the scope of work: a landscape assessment, potential mentorship models, and recommended membership models. For each of the items described in the scope of work, WEN will require from contractor a draft copy so WEN Board members can review and provide input before contractor submits a final version. In addition, WEN expects the contractor to attend Board meetings or a specially designed retreat to share key findings from the draft and final report. Please see the timeline below for a more detailed description.

Task	Start Date	End Date
<b>Contracting (Hire) Period</b>	Sept 24, 2018	Sept 28, 2018
<b>Kick-off Board Meeting</b>	Oct 1, 2018	
<b>Draft Report</b>	Oct 8, 2018	Oct 26, 2018
<b>Board Review of Report</b>	Oct 29, 2018	Nov 2, 2018
<b>Presentation of Draft to Board Members</b>	Nov 5, 2018	
<b>Revise Report</b>	Nov 6, 2018	Nov 23, 2018
<b>Submit Final Report to Board</b>	Nov 23, 2018	
<b>Make Final Presentation to Board</b>	Dec 3, 2018	

Based on the recommendations in the report, WEN may choose to pilot a mentorship and/or membership program. An option for a contract extension to help actualize the pilot will be considered prior to the conclusion of the contract.

## Deadline and Submission Requirements

Please a proposal including all of the following:

1. Proposed scope of services, including details on approach, deliverables and any anticipated challenges or risks.
2. Budget detailing hourly rate, anticipated time required and any other expenses.
3. Letter describing why you are interested in the project and any previous relevant experience.
4. CV or resume.
5. 1-2 Samples of similar work completed.
6. Two references.

Email your proposal package by **Monday, September 10, 2018** to [info@wencal.org](mailto:info@wencal.org) with “**WEN RFP**” in the subject line. *As you evaluate your skills, experience, and interests as they related to this RFP, please don't hesitate to reach out to us with questions. Please include Question: WEN RFP in the subject line.*

**Thank you for your interest in this opportunity with the Women's Environmental Network. We look forward to learning about you and how you might help WEN target its offerings to best meet the needs of the Bay Area's dynamic community of women environmental professionals.**