



# **Request for Proposals (RFP) for Strategic Plan Facilitation Services**

## **September 2025**

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### **Contact Information:**

Chris Beichner  
President & CEO  
Forest Society of Maine  
(207) 945-9200 (office)  
(412) 216-2507 (cell)  
[chris@fsmaine.org](mailto:chris@fsmaine.org)

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## **ABOUT THE ORGANIZATION**

Forest Society of Maine (FSM) is a nationally accredited, statewide land trust with the mission to conserve Maine's forestlands to sustain their ecological, economic, cultural and recreational values. In the past 40 years, FSM has conserved approximately one million acres of Maine forests directly supporting two of Maine's largest industries – forest products and outdoor recreation/tourism. Our primary focus is Maine's North Woods, which makes up 12 million acres of globally significant forestland and one of the largest contiguous forests in the continental United States.

To learn more about FSM, go to [www.fsmaine.org](http://www.fsmaine.org). FSM consists of 13 staff members, 22 board members and hundreds of donors, volunteers and partners.

## **PURPOSE**

FSM is seeking proposals from qualified consultants or firms to facilitate the development of a new strategic plan. The selected facilitator will guide FSM through a collaborative and inclusive planning process that results in a clear, actionable, and inspiring strategic plan to guide the organization over the next 3–5 years.

FSM is seeking an individual or company to perform the following services:

- Facilitate large and small group discussions with the following internal FSM audiences:
  - Board of directors (at least two group meetings with the potential of smaller group discussions)
  - FSM staff (at least two group meetings with the potential of smaller group and/or individual discussions)
  - Advisory council (at least one group meeting)
  - FSM committees (at least one meeting per committee, there are eight committees and subcommittees)
- Facilitate input and engagement from external FSM stakeholders. Target audiences and methods of input will be determined with input from the Governance Committee and FSM staff. Methods of input could include, but not be limited to:
  - One-on-one interviews
  - Small focus groups
  - Online survey
- Notes and data collection from all internal and external meetings/outreach will be documented, tabulated and summarized for use by FSM staff when writing the strategic plan
- Provide FSM staff with strategic plan best practices related to document layout, presentation and contents
- Participate in at least two additional Governance Committee meetings to plan out the strategic planning engagement process and to check-in on the engagement progress

## WHO MAY RESPOND

Consultants or firms with demonstrated experience in strategic planning, facilitation, and stakeholder engagement are encouraged to respond. Experience working with nonprofit organizations, particularly land trusts or conservation-focused groups, is highly desirable.

## SELECTION AND SCHEDULE

Consultant selection will be based on the evaluation of the proposal and a potential interview. Finalist interviews, if necessary, will be scheduled after the selection committee has had ample time to review all proposals. The anticipated schedule is as follows:

- RFP Distribution: September 2, 2025
- Proposals Due: September 29, 2025
- Proposals Reviewed: October 10, 2025
- Finalists Notified: October 17, 2025
- Finalist Interviews: No later than October 24, 2025
- Facilitator Selected: October 31, 2025
- Engagement Begins: November 17, 2025
- FSM Governance Committee Meeting: November 18, 2025

## RESPONSE DUE DATE

Proposals are due to Chris Beichner by Monday, September 29, 2025, at Noon. An electronic PDF should be delivered to [chris@fsmaine.org](mailto:chris@fsmaine.org) with the subject line: “[Your Firm Name] – Strategic Plan RFP.”

## INQUIRIES

Please contact Chris Beichner at 207-945-9200 (office), 412-216-2507 (cell) or [chris@fsmaine.org](mailto:chris@fsmaine.org) with any questions or to request additional information.

## PROPOSAL FORMAT

Please limit your proposal to no more than 10 pages and include the following:

1. **Cover Letter:** Introduce your firm, your understanding of FSM’s goals, and your approach to strategic planning facilitation.
2. **Firm Profile and Experience:** Describe your qualifications and relevant experience, especially with nonprofit and conservation organizations.
3. **Approach and Methodology:** Outline your proposed process for strategic planning, including stakeholder engagement, data gathering, facilitation methods, and outlining notes/data in an organized manner.
4. **Project Timeline:** Provide a proposed timeline for the planning process, including key milestones and deliverables.

5. **Team Members:** Identify the individuals who will work on the project and their relevant experience.
6. **References:** Include at least three references from similar projects.
7. **Fees:** Provide a detailed fee proposal, including hourly rates, estimated hours, and any anticipated expenses.

## **NON-DISCRIMINATION**

FSM is committed to freedom from discrimination based on race, gender identity, ethnicity, sexual identity, age, ability, religion, political philosophy, veteran, socio-economic, or other status. Qualified Minority and Women-Owned Business Enterprises (M/WBE) and Veteran Owned Businesses (VOB) are encouraged to submit a proposal.

Forest Society of Maine reserves the right, at its sole discretion, to select or not select any or all proposals received in response to this RFP. This RFP does not commit Forest Society of Maine to award a contract or to pay any costs incurred in the preparation or submission of proposals.