



Call for Proposals: Strategic Planning Facilitator for Colorado Consumer Health Initiative

Request for Proposals: Strategic Planning Facilitation Services

Issued by: Colorado Consumer Health Initiative

Proposal Deadline: June 27, 2025

Contact: Isabel Cruz, icruz@cohealthinitiative.org

About CCHI

The Colorado Consumer Health Initiative (CCHI) is a nonprofit, non-partisan, membership-based organization working to advance the consumer voice to improve access to health care for all Coloradans by working statewide for progress toward equity, affordability, and quality. CCHI is actively working to break down barriers in accessing health care through innovating in public policy, building inclusive coalitions and partnerships, and engaging community members in our work. We work through a three-pronged approach that advocates for policy change. Our policy, strategic engagement, and consumer assistance teams work together to find relief for Coloradans whose access to healthcare and financial security are compromised by affordability, poor benefits, and unfair business practices of the healthcare Industry.

Purpose of the RFP

CCHI seeks proposals from experienced facilitators to guide our organization through a strategic planning process in 2025. The selected consultant will help CCHI's staff, board, and key stakeholders to reflect on our mission, assess our current strategic direction, and develop a clear, actionable 3-5 year strategic plan that aligns with our values and responds to the evolving health policy landscape in Colorado, and nationally.

Scope of Work

The strategic planning facilitation and process should include, but is not limited to the following activities:

- Designing and facilitating an inclusive strategic planning process that centers equity
- Review of previous strategic plans and work, and reviewing CCHI's history, programs, departments, and positioning
- Engaging staff, board, and stakeholders (using interviews, surveys, focus groups, etc.)
- A one day facilitation session with all staff
- Supporting discussion around CCHI's organizational strengths, challenges, opportunities, and threats
- Delivering final strategic plan with clear priorities, objectives, and metrics for success
- Articulated theory of change, internal and external communications plan

Deliverables

- Facilitation project work plan and timeline
- Facilitated sessions with staff and engagement with board and stakeholders
- Summary of stakeholder input
- 2 pager of goals with 3-5 year vision, department specific goals and objectives, articulation of theory of change (internal and external)

Timeline

CCHI is expecting to begin this work in mid-July, host the all staff facilitation session on August 19th, and finalize all deliverables in mid September in order to share at CCHI's 25th Anniversary event on September 24th, 2025. Please provide a proposed timeline with your submission.

Proposal Requirements

Please include the following in your proposal:

- Brief cover letter
- Approach to strategic planning
- Experience
- Brief bios of any team members who will be involved
- Proposed timeline and deliverables
- Budget - cost and breakdown of fees and expenses

Budget Range: \$3000-\$5000

Selection Criteria

Proposals will be evaluated based on the following:

- Experience and qualifications
- Approach to strategic planning
- Commitment to equity and inclusive engagement
- Fit with CCHI's mission and values
- Proposals within budget range will be given priority consideration

Submission Instructions

Please submit your proposal by June 27, 2025 to icruz@cohealthinitiative.org.