

Request for Proposals (RFP) for Contracted Executive Director/Administrator Services

Section 1: Introduction and Organizational Background

1.1. Purpose of the Request

The North Dakota Association of Nonprofit Organizations (NDANO) is seeking proposals from highly qualified individuals or consulting firms to provide contracted Executive Director (ED) and administrative services. This role is responsible for the overall strategic, operational, financial, and programmatic leadership of the organization, ensuring alignment with our mission and strategic plan.

1.2. Organization Overview

- Mission: Educate, advocate and connect to strengthen nonprofits.
- Legal Status: 501(c)(3) Nonprofit Organization
- Fiscal Year End: December 31
- Annual Operating Budget/Revenue: Approximately \$150,000
- Membership Structure: statewide network of nonprofit organizations, individual professionals, and support organizations
- Organizational Structure: This is a Board-governed organization with contracted administrative support (this role) and other contracted services (e.g., bookkeeping).

1.3. Term of Engagement

We are seeking an initial contract for a period of **24 months**, beginning on or about **June 1, 2026** with the mutual option to renew annually thereafter.

Section 2: Scope of Work and Deliverables

The contracted Executive Director/Administrator will be responsible for providing leadership across five primary areas. As part of the final contract negotiation, we will establish ongoing performance benchmarks and a framework for regular, scheduled reviews. Proposers must detail their capacity and plan for executing the following duties:

2.1. Leadership, Strategy, and Governance Oversight

| Task | Details |
|----------------------|--|
| Strategic Leadership | Lead the implementation of the annual work plan and strategic initiatives, providing regular updates on progress to the Board. (Sample |

work plan attached)

| | |
|------------------------|--|
| Governance Support | Prepare, disseminate materials for, convene and take minutes for all Board meetings. Attend and provide necessary support for committee meetings. |
| Board Collaboration | Work in close coordination with the Board Chair and Executive Committee to ensure all external communications and operations align with strategic goals. |
| Operational Management | Complete and submit state and federal reporting requirements. Strengthen internal systems, procedures, and data management processes. |

2.2. Advocacy and External Relations

| Task | Details |
|------------------------|---|
| Legislative Advocacy | Represent NDANO, lead engagement and coordinate advocacy efforts during legislative sessions. |
| Policymaker Relations | Foster and maintain strong relationships with key policymakers, elected officials, and organizational partners. |
| Sector Reporting | Develop and disseminate the annual Sector Report and review and refresh the Policy Toolkit. |
| Key Event Coordination | Coordinate and plan the "Nonprofit Day at the Capitol" event each State Legislative Session (odd years). |

2.3. Membership, Programs, and Event Management

| Task | Details |
|---------------------|--|
| Membership Strategy | Lead member recruitment, onboarding, and retention efforts. Analyze membership trends and manage new member follow-up. |
| Data | Maintain the general member database using the DonorDock system. |

Management

| | |
|----------------------|--|
| Program Execution | Oversee the execution of member training, orientation, and public awareness campaigns. Guide mentorship opportunities and regional outreach events. |
| Annual Conference | Lead the planning, communication, recruitment and full implementation of the annual conference. Manage the annual nonprofit awards program and all associated logistics. |
| Member Support/Admin | Set up member access to the website's member portal. Ensure new member packets and all promotional materials (flyers, templates) are current. |

2.4. Communications and Marketing Oversight

| Task | Details |
|--------------------|---|
| Content Management | Develop, proofread, and manage monthly e-newsletters and "Learning Lookout" updates, including content coordination and scheduling. |
| Digital Platforms | Maintain and regularly update the organization's website (accurate event listings, job postings, partner content) and manage social media design and posting. |
| Branding & Design | Oversee or execute the design and branding for key organizational assets (e.g., conference branding, Sector Report layout, infographics, Advocacy Toolkit, event visuals). Ensure accessibility standards (color contrast, alt text) are met. |
| Engagement | Create member success stories and other communications that strengthen engagement and visibility. |

2.5. Financial Oversight and Resource Development

| Task | Details |
|---------|--|
| Revenue | Actively seek opportunities to increase revenues through new |

| | |
|------------------------|--|
| Generation | partnerships, sponsorships, and grant writing. |
| Cost Management | Find and implement cost-saving opportunities across operations and services. |
| Partnership Management | Oversee strategic partnerships, cost-saving programs, and assess new opportunities to manage partner relations. |
| Financial Coordination | Coordinate office and financial administration in collaboration with the Board and contracted bookkeeping firm. |
| Stakeholder Relations | Maintain and grow relationships with national and state networks, including the National Council of Nonprofits (NCN). This includes attending monthly calls and conferences (travel required). |

Section 3: Proposal Requirements

Individuals and firms must be located and operating in a North Dakota community. Proposals should be no more than three (3) pages and should include the following:

3.1. Proposer Profile and Qualifications

1. **Organizational Overview:** Overview of your firm/individual, including relevant experience in nonprofit management, location, and years of operation.
2. **Executive/Leadership Experience:** Detailed description of experience in a leadership role (Executive Director, Administrator, or Consultant) for a nonprofit organization.
3. **Key Personnel:** If proposing as a firm or group, identify the specific individual(s) who will be the primary contact and administrator for the contract, detailing their experience in strategic planning and nonprofit administration.
4. **Leadership Philosophy:** Provide a brief statement outlining your approach to working with a nonprofit Board of Directors and managing member relationships.
5. **Technology Proficiency:** Describe experience with donor/member management systems (specifically DonorDock or similar CRMs) and website content management.

6. Social media proficiency: Describe experience with social media platforms (specifically Facebook, LinkedIn, and YouTube) and professional content creation and management.
7. Event management and implementation: Describe experience conducting all aspects of events.
8. Insurance: Confirmation of relevant business insurance coverage (e.g., General Liability, Errors & Omissions).

3.2. Proposed Approach and Methodology

1. Service Delivery: Describe your proposed process for managing the comprehensive Scope of Work (Section 2), including the typical number of hours per week you plan to dedicate to the role, and your preferred communication cadence with the Board Chair. We anticipate the work will require an average of 35-40 hours per week.
2. Advocacy plan: Detail your proposed strategy for achieving the organizations advocacy and policy goals. Please clearly articulate your approach to stakeholder engagement (e.g. legislative members, other regulatory bodies, and community partners), methods to mobilize membership in support of advocacy initiatives, and how you might measure the success of these efforts.
3. Time management: Describe the specific time management methodologies, tools and processes you employ to effectively juggle a comprehensive and demanding scope of work while ensuring that both urgent and strategic priorities are consistently addressed.
4. Transition Plan: Briefly outline the steps you would take to seamlessly assume the ED/Administrator role, including document review and initial goal setting with the Executive Committee.
5. Measurable Outcomes: Identify two (2) key performance indicators (KPIs) from the Scope of Work that you would prioritize in the first six months and how you would measure success (e.g., Membership Retention Rate, Legislative Advocacy Goal completion).

3.3. Client References

1. Provide contact information (Name, Title, Organization, Phone, Email) for three (3) current or recent clients or supervisors who can speak to your performance in a similar nonprofit leadership or contracted administrative role.

3.4. Fee Proposal

1. Fixed Monthly Fee: Provide a proposed fixed monthly fee for the recurring services outlined in the Scope of Work (Section 2). Please clearly state what is included (e.g., routine travel, software costs) and what is excluded (e.g., specific event design costs, out-of-state travel).
2. Out-of-Scope Rates: Provide an hourly rate for any project-based work or services requested that fall outside the monthly fixed fee (e.g., unexpected major fundraising campaign support).
3. Pricing Guarantee: State any guarantee regarding fee increases for the initial contract term.

Section 4: Evaluation and Submission

4.1. Submission Instructions

- Submission Deadline: **March 6, 2026 at noon Central Time**
- Submission Method: Proposals must be submitted electronically as a single PDF document in this submission link: <https://forms.gle/NRKRHRYVTdWPji1a7>

4.2. RFP Contact - All questions regarding this RFP may be submitted via email to: Patrick Kirby, NDANO President, patrick@dogoodbetterconsulting.com by February 27, 2026 at noon Central Time.

4.3. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Nonprofit experience and expertise
- Proposed approach and methodology
- Fee proposal and cost-effectiveness
- References and client feedback
- Location: organizations and individuals must live and work in North Dakota to be considered
- Membership: NDANO members will score more favorably