



Breaking Barriers to Justice

This Request for Proposal is issued in connection with a Request for Proposal for a Legal Needs Assessment. Vendors interested in both projects may respond with separate or joint proposals.

Subject: Request for Proposal—Strategic Planning Services for Land of Lincoln Legal Aid

Land of Lincoln Legal Aid Inc. is seeking the services of a qualified and experienced consultant to support and facilitate the development of a strategic plan that reflects a shared board and staff vision of our organization’s priorities, goals, scope of services, regional impact and long-term sustainability. We are committed to a comprehensive and inclusive process that results in a cohesive strategy to achieve our vision, maximize our impact and prioritize our limited resources across southern and central Illinois.

Overview of Land of Lincoln Legal Aid:

Organized in 1972, Land of Lincoln Legal Aid (LOLLA) is a not-for-profit organization. We provide free civil legal assistance to low-income Illinoisans in 65 counties in central and southern Illinois through five regional offices, four satellite offices, and a centralized Legal Advice and Referral Center (LARC). We believe all people of central and southern Illinois should have access to justice, income security, adequate housing, quality education, healthcare, safety from violence and exploitation, and the opportunity to improve their We believe all people of central and southern Illinois should have access to justice, income security, adequate housing, quality education, healthcare, safety from violence and exploitation, and the opportunity to improve their own lives. More than 740,000 Illinoisans are eligible for our help. We are the sole provider of a full range of legal services, from advice to representation, in our service territory. Our mission is to provide low income and senior residents of central and southern Illinois with high quality civil legal services in order to obtain and maintain their basic human needs. Through advice, representation, advocacy, education and collaboration, we seek:

- To achieve justice for those whose voices might otherwise not be heard;
- To empower individuals to advocate for themselves;
- To make positive changes in the communities we serve.

We provide assistance in the following areas of civil law: housing, foreclosure, public benefits, family, consumer, criminal records clearing, and education.

LOLLA has undergone a significant period of growth due to expanded funding. When LOLLA developed its last strategic plan in 2019-2020, we had approximately 85 employees and an annual budget of \$8.5 million. Today, we have approximately 150 employees and a budget of \$18.5 million from a wide variety of sources.

Scope of Work and Deliverables:

The consultant will be responsible for delivering a multi-year strategic plan that may include, but is not limited to: Reorganization, Pro Bono, DEI, Technology, Systemic Advocacy, Client Access and Service Delivery, and Resource Development.

The selected consultant will be expected to work closely with LOLLA's executive team, staff and the Board of Directors to develop a four-year strategic plan. The final product will include an accountability framework that will identify responsible persons, timelines, and regular reporting on progress towards achieving strategic plan goals. The process of developing the plan will include:

- Design and execution of strategic planning process consistent with this RFP;
- Project management;
- Facilitating conference calls, meetings, focus groups, surveys and interviews with staff, Board Members, volunteers, and clients;
- A thorough scan of LOLLA's operating environment;
- Developing and implementing process for engaging LOLLA's staff in the strategic planning process, including session/s at all-staff retreat in late fall;
- Facilitating steering committee meetings, focus groups and other appropriate convenings.'

The final plan should:

- Clearly articulate LOLLA's mission, vision, and messaging/value proposition relative to key audiences;
- Include clear and prioritized four-year organization goals and objectives, including both organization and program goals;
- Articulate a detailed set of strategies that LOLLA should pursue to achieve its goals and objectives;
- Identify priority outcomes and other metrics that will allow LOLLA to allocate its limited resources and energy;
- Include an action plan for implementation, with a timetable and benchmarks;
- Align closely with LOLLA's projected available resources;
- Include a framework for monitoring and re-evaluation under the plan;
- Be written so that it can be shared with funders, community members, and other stakeholders.

Submission guidelines:

We value concision, so please be as focused as possible in responding. Proposals should include:

- Consultant qualifications, including a comprehensive resume or curriculum vitae.
- Three professional references organizations for which similar services have been provided.
- Description of your proposed approach to facilitating the strategic planning process and generating the requested deliverables, including but not limited to:
 - How you will engage staff and board throughout the process.
 - How you will engage data to develop the plan and how this will be used to determine goals, objectives, outcomes and metrics.
 - How you will create a reasonable, feasible plan given LOLLA's projected resources and staffing.
 - How you will help LOLLA clarify its mission, vision and values.
- A proposed budget for the strategic planning process, including all anticipated expenses.
- Two examples of completed strategic plans. We appreciate any examples that may be relevant to LOLLA's work or anticipated process.

Estimated Project timeline:

RFP issued: January 14, 2025

Proposals due: February 28, 2025

Interview process—March-April 2025

Decision made in April 2025

Date to begin: 10/15/2025

Date to finish final draft of strategic plan: May 30, 2026

Submission deadline and information: All proposals must be submitted by February 28, 2025 to pquirin@lincolnlegal.org. "Strategic planning proposal" should be in the subject line.

Contact information: For inquiries or additional information, please contact Clarissa Gaff, Executive Director, at cgaff@lincolnlegal.org

