



**US Composting
Council®**

Request for Proposal (RFP) for Membership Needs Analysis

October 27, 2023 Deadline: November 28th, 2023

1. Summary

The US Composting Council is seeking proposals from qualified firms experienced in conducting membership needs analysis for environmental non-profits. The aim of this project is to comprehensively assess the needs of prospective and existing members, including State Chapter members who are not currently USCC members. The ultimate goal is to refine the Council's value proposition, enhance member engagement, retention, and recruitment efforts.

2. Proposal Guidelines and Requirements

All prices quoted should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

Provisions of this RFP and the contents of the successful respondent are considered available for inclusion in final contractual obligations.

3. Contract Terms

The US Composting Council will negotiate contract terms upon selection. The project will be awarded upon signing of a contract agreement that outlines terms, scope, budget and other necessary items.

4. Scope of Work

The selected firm will lead an extensive membership needs analysis with a focus on the following key areas:

Member Value Assessment:

- Develop a survey to gauge the perceived value of US Composting Council membership among both current and potential members.
- Identify the key benefits and services that resonate with members and prospects.
- Analyze survey responses to understand the primary motivations for joining or considering membership or why they are not interested.

Membership Enhancement Strategies:

- Design a survey to elicit members' expectations regarding additional value the Council could offer.
- Collect insights on areas where the Council can enhance its services to better meet member needs.
- Identify opportunities for the Council to add value and align offerings accordingly.

Articulating Value Proposition:

- Collaborate with the Council to develop a compelling elevator pitch that effectively communicates the value of membership to current and potential members.
- If necessary, propose increased marketing resources or an external contractor to support the creation and dissemination of the pitch.

Proposal Requirements: Interested firms should provide a detailed proposal that includes:

Project Approach: Outline how your firm will address each element of the scope of work, including the development of the survey, analysis techniques, and communication strategies.

Methodology: Provide a clear and detailed explanation of how you will conduct the survey, analyze data, and collaborate with the Council to develop the elevator pitch and communication plan.

Project Approach: Outline how your firm will address each element of the scope of work, including the development of the survey, analysis techniques, and communication strategies.

Timeline: Present a feasible project timeline indicating key milestones and deliverable dates.

Budget: Provide a summary budget estimate within the specified range, detailing expenses associated with each phase of the project.

5. Qualifications

Relevant Experience: Demonstrate your firm's experience in working with environmental non-profits and conducting similar membership needs analysis projects.

- **Team:** Introduce the team members who will be engaged in the project, highlighting their relevant expertise and experience.

- Provide current reference information for three former or current clients: one trade organization; one environmental organization; and one other.
- Provide a company profile and core competencies.

6. Evaluation Criteria

Selection Criteria: Proposals will be evaluated based on:

- Demonstrated experience in working with environmental non-profits.
- Expertise in conducting membership needs analysis and developing effective communication strategies.
- Clear methodology that aligns with the project's objectives.
- Realistic project timeline.
- Cost-effectiveness of the proposed budget.
- Qualifications and capabilities of the proposed team.
- Quality of references provided.

7. Format for Proposals

- Length and Font Size: Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 12 pages.
- Title Page: USCC Membership Needs Analysis
- Name, phone, fax number, e-mail address and primary contact person.
- Cover Letter: Signed by the person or persons authorized to sign on behalf of the company (1 - 2 pages).
- Proposal: Discuss your approach, experience and qualifications. You should also discuss your ability to complete the project in the shortest time frame possible as noted (2-8 pages).
- Price Quote: Provide price quote using the bid form found on page 4 of the RFP.

Important Dates:

- RFP Issue Date: October 27th 2023
- Q&A Session: November 16th, 2023 @ 1:30 p.m, ET
You are invited to a Zoom webinar.
When: Nov 16, 2023 01:30 PM Eastern Time (US and Canada)
Topic: USCC Membership RFP Q&A
Register in advance for this webinar:
https://us02web.zoom.us/webinar/register/WN_P0EtRT71R_2ZtDRiaCixnA
- Proposal Submission Deadline: November 28th, 2023
- Expected Project Start Date: TBD on proposal

All proposals must be received by 5:00 pm EST, November 28, 2023 US COMPOSTING COUNCIL:

Include the summary information below as part of the proposal.

EXAMPLE: We have carefully examined the terms and requirements contained in this document, and propose to complete all tasks and provide all deliverables for the total price of:

Category 1: Member Value Assessment Only:

(\$) _____ Price in words:

Describe:

Category 2: Membership Enhancement Strategies Only:

(\$) _____ Price in words:

Describe:

Category 3: Articulating Value Proposition Only:

(\$) _____ Price in words:

Describe:

Describe: In the event that the USCC wants to add additional tasks to the project, the contractor will perform additional work at a rate of \$ _____ per hour.

Proposal Submission Requirements

1. Three (3) copies of your proposal shall be addressed to: Frank Franciosi ▪ US Composting Council ▪ PO Box 19246 Raleigh, NC 27619

2. An e-mail copy of the proposal shall be submitted to Eric Hudiburg (ehudiburg@compostingcouncil.org) by 5:00 pm EST, Thursday, November 28, 2023

Authorized official

Name:

Company:

Signature:

Title:

Date: