



Foundation

MADISON PUBLIC LIBRARY

## **REQUEST FOR PROPOSALS**

Madison Public Library Foundation (MPLF) seeks a consultant to help our organization advance our diversity, equity, and inclusion (DEI) goals and strategies.

The consultant will work with MPLF's DEI Committee and staff to prioritize and implement DEI initiatives. Our intent is to make MPLF more resilient. This undertaking should synchronize the work of our Donor Development, Board Development & Governance, Marketing, and DEI committees.

### **We believe this DEI work can help make MPLF more resilient:**

- Resilience in the context of MPLF means our ability to adapt, respond, and thrive when faced with challenges such as financial difficulties, shifts in community needs and priorities, and changes in political and social landscapes.
- A resilient MPLF is one that can sustain our operations and programs over time, even in adversity, and maintain our commitment to our mission to mobilize the Madison community to continuously improve, promote, and support Madison Public Library.
- MPLF is committed to strengthening partnerships with our growing (Madison grew by nearly 16% over the past decade) community, stakeholders, and other organizations to support our work and increase our impact.

### **The consultant will be responsible for working with our committees to achieve the following goals:**

- Develop a set of actionable goals that build knowledge of DEI and help MPLF live into its values of diversity, equity, and inclusion.
  - These goals should be beneficial to MPLF, Madison's increasingly diverse community, and our current donor base.
  - These goals should be achievable by each MPLF specialist committee in the next 12 months.
- Develop a communications plan to promote MPLF-funded programs and their impact on the Madison community.
  - This plan should include strategies (e.g., how members of the board communicate MPLF's values, general messaging, and requests for donations) for reaching out to diverse community partners, local media, and social media platforms.
- Help MPLF identify opportunities to expand the diversity of its donor base.
  - Develop an outreach plan to understand the values of, and attract and engage donors from underrepresented groups.

**Please submit a proposal with:**

1. A step-by-step process on how you will approach achieving our goals
2. How you will measure progress
3. How you would like us to work with you
4. Relevant project experience and references

Proposals should be sent to MPLF Executive Director Conor Moran at [cmoran@mplfoundation.org](mailto:cmoran@mplfoundation.org).

The deadline to submit a proposal is November 15.