



Strategic Planning Consultant Request for Proposals

Overview

Position type: *Consultant*

Location: *Remote with possibility of some in person meetings, preference for Oregon-based applicants.*

Budget: *\$18,000*

Time frame: *June-December, start and end date is flexible*

Application due: *March 21, 2025. Applications reviewed on a rolling basis; early applications are encouraged.*

About Farmers Market Fund

We make healthy, locally grown food accessible to underserved Oregonians.

Founded in 2009, [Farmers Market Fund](http://www.farmersmarketfund.org) (FMF) was incorporated as a 501(c)3 in 2012. The organization was originally created by Portland Farmers Market for the purpose of administering [Double Up Food Bucks](#) (Double Up), a program that matches Supplemental Nutrition Assistance Program (SNAP) benefits at farmers markets and allows low-income shoppers to bring home twice as much farm-fresh produce. Today FMF operates statewide but remains a sister organization to Portland Farmers Market. Double Up is a triple win: families bring home more fresh produce, more money goes directly to small, local producers, and local economies thrive. Our work comes from the core belief that everybody - regardless of income – deserves access to the foods they need to eat well. For more information, please visit our website at www.farmersmarketfund.org

In 2024, FMF supported Double Up programs at 94 markets and 9 farm stands in 27 Oregon counties, facilitating more than \$1.6 million of Double Up purchases for fresh fruits and vegetables. FMF also works in close partnership with a coalition of other organizations dedicated to ending hunger and supporting farmers, providing these and other organizations grant funds to implement Double Up for community supported agriculture (CSA) boxes and at grocery stores. Six staff members and 12 board members with a wealth of personal and professional experience in food systems support the organization.

We Welcome Diversity

FMF is an Equal Opportunity Employer committed to diversity, equity and inclusion. We believe there is strength in our collective lived experience, and strongly encourage applications from people of color, people LGBTQIA2S+-identified, women, veterans, people who have lived experience of hunger, and formerly incarcerated individuals.



Contract Position Overview

Farmers Market Fund is searching for a consultant to lead our Strategic Planning process. In the last few years, the impact and influence of FMF and its programs has grown dramatically. And yet, we have not engaged in organizational visioning work since 2021.

The board and staff spent much of 2024 preparing for strategic planning and we are now seeking a skilled facilitator to compile input from all of our stakeholders into a cohesive roadmap for the next 3-5 years of the organization. Some of our prep work included:

- Building a shared understanding of the purpose of strategic planning
- Clarification of board/staff roles in strategic planning
- Building shared buy in for FMF's mission and broader vision
- Diversity, Equity, Inclusion and Justice (DEIJ) focused internal workshop series
- Creation of an equity lens which includes community agreements for conversations and a DEIJ focused decision making framework
- Completion of an organizational DEIJ assessment to identify areas for growth
- Discussions about the role of major partnerships

Our ideal candidate will be a skilled facilitator, grounded in community based work in Oregon, especially within fields such as food justice, nutrition, food insecurity, food access, and/or small scale agriculture. They will have extensive and recent experience with incorporating DEIJ frameworks into the development of strategic plans. Candidates located in or willing to travel to Oregon are preferred.

Scope of Work

This role will work closely with the Executive Director, Strategic Planning Committee, and Board leadership to facilitate the development of our next strategic plan. Below are key elements that we would like to see included in proposals. We are flexible as to the methods used to incorporate these components:

- Compilation and analysis of existing survey data and feedback from program participants, farmers market managers, and farmers. This may also include new surveys or feedback mechanisms from program participants and partners as gaps are identified.
- Key stakeholder interviews or focus groups with staff, board, and partners
- Revisiting the mission statement, defining a cohesive vision and set of values
- Combination of in person and virtual discussion spaces/retreats
- The development of tangible, realistic, and measurable goals, objectives and strategies for the next 3-5 years of FMF's work. We would like these elements to touch on both internal organizational and external programmatic work.

Outside of these components we would expect the strategic planning consultant to:

- Meet regularly with the strategic planning committee to discuss and guide the process



- Organize at least one in person retreat with board and staff
- Facilitate staff and board engagement in the development of the strategic plan components
- Utilize FMF's equity lens and decision making framework and similar resources to ensure the strategic plan is rooted in principles of equity, inclusion, and justice.
- Create and finalize a strategic planning document (format is flexible) by the end of their time. Develop and share drafts or components of the plan throughout the contract time.
- Organize feedback from key stakeholders once a strategic planning document has been drafted
- Assist and facilitate the fundraising committee to develop an accompanying fundraising plan
- Optional: assist with the creation of tools to implement the strategic plan framework into regular staff and board meetings or work plans

Qualifications

- Strong facilitation skills, using an equity and inclusion based approach to draw out thoughts from a variety of stakeholders
- Excellent at synthesizing several viewpoints in to cohesive statements, identifying areas of commonality and difference
- A commitment to diversity, equity, inclusion, and justice and experience advancing DEIJ and anti-racism in personal and/or professional contexts
- Experience with participating in and/or facilitating strategic planning processes is required
- Planning mindset: is able to articulate each step involved in the strategic planning process
- Excellent organizational and time management skills. Can set and meet deadlines, learn quickly and ask for guidance when needed.
- Self-directed and self-starting, ability to work independently with minimal supervision
- Ability and willingness to travel and gather in person
- Knowledge and experience with Oregon's local community food systems is preferred

Time Frame

The timeline for this project is flexible, but we would ideally like to begin the strategic planning process around May or June and wrap up by December. We would like deliverables by November or December to be enacted in 2026 but there may be additional opportunities for continued involvement depending on available funding and interest of both parties.

How to Apply

Please send the following to fmfcareers@gmail.com by March 21st with "Strategic Planning" and your last name in the subject line:

- A brief introduction telling us about your interest in the position
- A proposal for how you would approach the above scope of work including a timeline.
- A description of your strategic planning and facilitation experience. Please include examples of previous strategic planning deliverables or components
- Your estimated project fee, broken down by projected hours, tasks, and hourly rate.



We understand that not all candidates will be able to fully represent their abilities with a standard application package. Any candidate who wishes to submit alternative materials may reach out to rachael@farmersmarketfund.org to discuss the materials they want to submit.

The application process may include a telephone interview, samples of work, and online interview. We hope to have the position filled by May 2025.