



July 23, 2010

Western Carolina Community Action (WCCA) is seeking the services of a consultant to complete a strategic plan. WCCA is a private non-profit serving Henderson, Polk, and Transylvania counties in western North Carolina. The agency has been incorporated for forty-four years and provides advocacy and services to help the disadvantaged. You can learn more about WCCA by visiting our website www.wcca.net.

The plan should cover the period from 2011 – 2014. The scope of work would include the following:

- Review of WCCA mission, vision, and value statements
- Interviews with key stakeholders
- SWOT analysis
- Board and senior staff retreat
- Lines of business analysis
- Goals for 2011-14
- Strategies and actions for achieving goals

WCCA Board and staff will be available to do much of the legwork. This would include interviews, data compilation, and arranging meeting space, meals, etc. We would like to complete the plan no later than June 2011. Also, a community survey of Henderson and Polk Counties with over 1800 respondents has been completed. This survey has also been followed up with a community needs assessment report.

Please send a proposal including your qualifications, references, a time line for completion, and a price for providing these services. We need to receive your proposal no later than August 25, 2010.

Thank you for your interest in this project. I look forward to seeing your proposal.

Sincerely,

David White
Executive Director