

March 18, 2019

To Interested Parties:

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, Rutherford and Transylvania counties in western North Carolina. The agency has been incorporated for fifty-three 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 2019 – 2022. The scope of work would include the following:

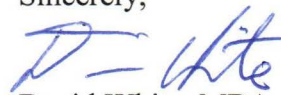
- Review of WCCA mission, vision, and value statements
- Client survey
- Employee survey
- Interviews and focus groups with key stakeholders
- SWOT analysis
- Board and senior staff retreat
- Lines of business analysis
- Goals for 2019-2022
- Strategies and actions for achieving goals

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 October 2019.

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 April 9, 2019. You can email your proposal to me at david@wcca.org or mail it to me at P.O. Box 685, Hendersonville, NC 28793.

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

Sincerely,



David White, MBA
CEO