

REQUEST FOR PROPOSALS

Completion of Strategic Plan

Klondike Development Organization hereby requests proposals from consultants with experience in the Not-for-Profit Sector to complete a 3-year strategic plan.

- Review board input and other engagement materials already gathered during in-house planning activities over the past year.
- Conduct new contextual interviews with board and new and outgoing staff.
- Identify areas where aspirations for the organization do not align and facilitate building consensus and/or pathways to assist the achievement of diverse goals concurrently.
- Write a 3-year plan which confirms guiding vision and mission statements, identifies clear goals, and provides direction and focus for the organization as well as financial stability planning.

The deadline for receipt of proposals is July 12, 2026, 11:59 PM.

Qualifying proposals will be evaluated in the best interests of Klondike Development Organization by Committee based on a combination of methodology, qualifications, experience and price. Klondike Development Organization reserves the right not to accept the lowest price or any proposal as submitted.

Proposed Project Start Date: August 1, 2026

Proposed Project Completion Date: September 30, 2026

To register your interest in the RFP and to request any clarifications, contact:

klondikedevlopment@gmail.com

Proposals must be submitted by email to: klondikedevlopment@gmail.com

Clarifications or substantive changes to the RFP specifications, if any, prior to the proposal submission due date will be disseminated to all registered parties.

INTRODUCTION

Klondike Development Organization, hereinafter called “KDO” seeks proposals from qualified companies interested in working with our organization to complete a 3-year strategic plan.

About Us

Klondike Development Organization is a not-for-profit society that was founded in 2009 as a partnership of City of Dawson, Chief Isaac Incorporated, and Dawson City’s Arts Society, Chamber of Commerce, and Visitors Association. The KDO board of directors is made up of nominees from each of the founding/member organizations.

The field in which we are grounded and actively working is that of Community Economic Development. Our mission is to focus multi-stakeholder collaboration on diversifying and strengthening the local economic base through:

- pro-active strategies and services aimed at retaining and growing a healthy population and business base
- strengthening economic and social sectors critical to the future of the Klondike
- addressing strategic gaps in services that foster the vitality, resilience and sustainability of our community

KDO undertakes funded community benefit projects while also operating social enterprises in affordable rental housing, and solar power generation.

We are in a transitional phase with board and staffing changes.

KDO has achieved a solid financial position, but while our social enterprises operate at or near cost-recovery, other economic development activities such as events, community research, investment attraction, entrepreneur and other functions are under-funded and rely on use of our savings. KDO would benefit from financial stability planning for the long-term, with immediate strategies to improve access to funding support.

SCOPE OF WORK

- Confirm strategic planning scope and methodology with KDO representative(s).
- Review staff and board input and other engagement materials already gathered during in-house planning activities over the past year.
- Conduct new contextual interviews with board and new and outgoing staff.
- Identify areas where individual aspirations for the organization do not align and facilitate building consensus and/or pathways to assist the achievement of diverse goals.
- Develop a clear and actionable 3-year Strategic Plan including the validation or revision of the vision, mission, values, strategic priorities, measurable objectives, and performance

indicators. The plan will be used as a guiding document for the KDO as well as a document aimed at securing additional funding commitments for a 3-year term.

- Work closely and collaboratively with the Board of Directors and Operations Director throughout the process delivering a final, print-ready copy of the strategic plan.

INFORMATION TO INCLUDE IN PROPOSAL

- Consultant profile and relevant experience
- Detailed description of proposed approach, methodology and project timeline.
- Budget and fee breakdown (not-to-exceed \$10,000)
- At least two references from non-profit organizations supported through strategic planning in the past or similar relevant references. Work samples are appreciated if available.

A NOTE ABOUT OUR EXPECTATIONS and RESOURCES

We do not need:

- A Dawson City profile or other obvious contextualization: we know our community. However, an environmental scan is welcomed to the extent that it provides fresh insights about our particular niche of service and potential for community benefit alongside other community/regional agencies and partners.

KDO has:

- Completed some strategic planning steps over the past few months and collected initial input from the Board and staff regarding definitions of CED, vision, mission, etc. via a board survey. One planning meeting has taken place which highlighted areas for further exploration and getting everyone headed in the same direction. Notes are available.
- 2021 strategic plan is reflective of current/recent operations.
- Significant background information and archive of KDO's work on our website: klondikedevelopment.com

CRITERIA FOR EVALUATION OF PROPOSALS

The proposal body should be a maximum of ten (10) pages, excluding cover page and team member CVs. Proposals not meeting these criteria may be rejected.

All submissions will be evaluated based on the following criteria:

1. Price (40%)
Please provide a fixed price to complete the work.
2. Qualifications and Experience (40%)
Demonstrate experience working with non-profits, strategic planning, financial planning.
3. Timeline and Methodology (10%)
Please outline a proposed timeline for completing the project and any aspects of your methodology that are relevant.
4. References (10%)