

PNDSA Management Services Request for Proposal

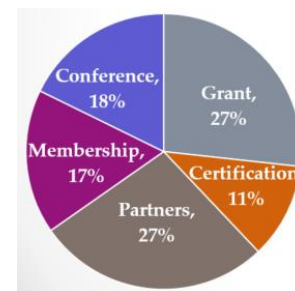
1. Summary and Background

PNDSA is seeking a contracted management service provider that can provide management for all aspects of operating this \$250K annual income, 265-member non-profit supervised by 23 Board of Directors. Management services would be responsible for strategic and financial planning, board reporting and development, fundraising, marketing communications, event planning, managing other contract service providers, and lead development and implementation of Farmed Smart Sustainable Agriculture certification program.

Management services provider would report to the PNDSA Board of Directors, manage the operations of the Association, and 3rd party contracts that provide additional services for the Association as listed below. Total compensation for contracted Management Services should not exceed \$65,000 per year for approximately .6 FTE. Costs for additional 3rd party contracts are covered by the current annual funding sources. A current grant is in process at Spokane Conservation District partnering with PNDSA that is providing funding for marketing and auditor staff, and marketing costs for the implementation of the Farmed Smart certification program. This grant has one year left and an application for a one-year extension is being completed.

The PNDSA is a non-profit (501-c5) growers' association that supports advancing direct seed cropping systems in Washington, Oregon, and Idaho. The association was formed in 2000 with a mission to provide Pacific Northwest farmers with information exchange, advocacy on conservation policy issues, access to value-added benefits, and research coordination that supports the adoption of environmentally sustainable and economically viable direct seed cropping systems.

Stable funding to support current operations is secured annually. Funding for our general operations, approximately \$150,000 annually include 27% Corporate Partners, 27% Grants, 18% Conference Proceeds, 17% Members, and 10% Certification Partners and Audits Fees. The annual Cropping Systems conference is a self-funded event, that covers all conference related expenses and nets approximately \$20,000 - \$50,000, with proceeds transferred to general operating fund.



2. Structure and Management

The PNDSA has a total of 23 Board of Directors from Washington, Idaho, and Oregon; 18 voting Directors and 5 ex-officio advisory Directors. The Board meets four times per year in various locations throughout the tri-state region, typically in Spokane, Moscow, Tri-Cities, and Pendleton. The PNDSA has strong and effective by-laws that provide the foundation of organization structure and mission.

Management services provider would report to the PNDSA President and Board, manage the operations of the Association, and 3rd party contracts that provide additional services for the Association as listed below. Costs for management services and 3rd party contracts are covered by the current annual funding source.

3. PNDSA Executive Director Services and Estimates

A summary of current management service functions and estimated time are defined below.

Management Services	Est. Hours / Week	Est. Hours / Month	Est. Annual Total Hours
Outreach and Education	9		468
Farmed Smart	5		260
Membership - Partnership		10	120
Financial, Operations, Board Reporting		8	96
Advocacy		5	60
Research		2	24
Administration	5		250
Grant			40
Estimated Total Annual Hours			1318
Estimated FTE			0.6

3a. Outreach and Education: Management Services Provider, est. 9 hours/week

- Annual Conference Planning Committee Member
- Exhibit at Spokane Ag Expo, Tri-State Grain Growers Convention, and Cascadia Grains Conferences
- Submit article for quarterly newsletter
- Website updates, Facebook posts, and monthly email updates
- Manage 3rd Party Contracts: Conference Planning, Quarterly Newsletter

3b. Implement Farmed Smart Sustainable Ag certification program, est. 5 hours/week

- Coordination of auditors, criteria, and technical committee
- Promoting program to farmers, developing markets, partnerships, farmer
- Manage 3rd Party Contracts: Farmed Smart Auditors, Marketing Firm, as grant funding dictates

3c. Membership and Partnership Drives, est. 10 hours/month

- Membership drive and account management in NeonCRM
- Partnership development and relationship Management

3d. Financial Planning, Operations, Board Reporting, est. 8 hours/month

- Develop and manage annual operating budget
- AP/AR for association expenses and income.
- Renew insurance, business license, SAM, ensure tax prep and annual reports are filed
- Prepare and conduct quarterly board meetings and annual meeting
- Provide board development and training
- Coordinate and provide support for 6 PNDSA committees throughout year (Conference Planning, Farmed Smart, Membership Benefits, Funding and Finance Advocacy, Research)
- Manage 3rd Party Contracts: Bookkeeping reconciliation of accounts, and Accounting Firm

3e. Advocacy on Policy: Management Services Provider, est. 5 hours/month

- Attend monthly NRCS State Technical Advisory Committee Meetings, quarterly Department of Ecology Water Quality & Ag Advisory Committee, and other State and National conservation and ag policies meetings as needed

3f. Support Research: Management Services Provider, est. 1 hour/month

- Submitting research topics through university, grain commission, REACCH, and NRCS channels

3g. Administration: est. 5 hours/week

- Manage all bank deposits, letters of inquiry/support from agencies and grant writers, manage neon database and communications, take calls from membership and parties interested in working with or gaining support of PNDSA for programs.

3h. Grant, RCPP, and other Funding Submissions, est. 40 hours/year

- Monitor grant channels such as Department of Ecology, Oregon Watershed Enhancement Board, NRCS programs such as Regional Conservation Partnership Program and write and submit grants as the opportunities arise.

3i. Manage Additional 3rd Party Contract Services, hours included in functions above

- Conference planning
- Quarterly newsletter publishing
- Farmed Smart auditors
- Farmed Smart legal counsel
- Farmed Smart marketing development
- Monthly Bookkeeping
- Annual Tax Prep

4. Request for Proposal Process and Timeline

All proposals in response to this RFP are due by 5pm July 31, 2020. Submit a pdf to Ty Meyer at pndsas@directseed.org. Contact Ty Meyer 509-995-1220 for additional information.

Evaluation of proposals will be conducted from 8/3/20 – 8/14/20. The selection decision for the winning bidder will be made no later than 8/14/20.

5. Bidder Qualifications

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience in managing non-profit Ag associations, effectively working with Boards, membership and partnership development, communications, and conference and event planning.
- Description of experience with various components of a direct seed cropping system and relationships with direct seed farmers.
- Anticipated resources that would be assigned to this account and approach to providing management services needed for PNDSA while managing current workload commitments.