



Request for Proposals (RFP)

Marketing and Sales Revenue Growth Assessment

Issue Date: August 21, 2026

Proposal Deadline: September 11, 2026

Interviews: September 21-29, 2026

Decision Date: September 30, 2026

Project Period: October - December 2026

Report due: December 11, 2026

About NACC

The National Association of Counsel for Children (NACC) is the nation's leading nonprofit organization dedicated to advancing justice for children and families experiencing the child welfare system through high-quality legal representation. NACC provides professional education, membership, certification, publications, advocacy, conferences, and technical assistance to attorneys, judges, child welfare professionals, and others working in child welfare law.

As NACC approaches its 50th Anniversary, the organization seeks to strengthen its marketing, communications, and sales strategies to increase mission impact and long-term financial sustainability. Additionally, NACC seeks to address proposed changes to federal grant funding ([OMB Guidance](#), [NACC's Comment](#)) which will impact the market for earned revenue programs.

NACC seeks a collaborative partner who can provide objective analysis, challenge assumptions, and recommend practical, measurable strategies that strengthen the organization's ability to advance justice for children and families while increasing long-term organizational sustainability. NACC's current budget is 1.8m and 2/3 of NACC's income is generated from earned revenue programs.

Project Purpose

NACC seeks proposals from qualified consultants or firms to assess the organization's marketing, sales, and audience engagement strategies and provide practical recommendations for growth. This engagement is intended to evaluate the effectiveness of current efforts and identify opportunities to increase the following programs:

- Membership
- Conference
- Training
- Child Welfare Law Specialist (CWLS) Certification
- Publications

Scope of Work

The consultant is expected to evaluate both strategy and execution, while recognizing the unique nature of a mission-driven nonprofit association. The consultant will work collaboratively with NACC staff to complete the following:

I. Organizational Assessment. Review current marketing and sales strategies, including:

- Brand positioning
- Messaging
- Audience segmentation
- Marketing calendar
- Communications channels
- Sales processes, including proposal development and follow-up
- Customer journey, renewal and repeat-purchase opportunities
- Website effectiveness
- Email marketing
- Social media
- Digital advertising
- Analytics and reporting

II. Product and Revenue Review. Evaluate marketing and sales approaches for:

- Membership
- Annual Conference
- Training
- Publications
- Certification
- Identify opportunities for cross-selling and lifecycle marketing.

III. Audience Analysis. Assess current and prospective audiences, including:

- Attorneys
- Judges
- Social Workers
- Investigators
- Law students
- Government agencies
- Nonprofit organizations
- Consider individual, organizational, and group sales.
- Consider segmentation and audience-specific messaging.

IV. Strategic Recommendations. Provide practical recommendations including:

- Short-term improvements (0–6 months)
- Medium-term initiatives (6–18 months)
- Long-term opportunities
- Recommendations should prioritize impact, cost, staffing requirements, and expected ROI.

Deliverables

The selected consultant will provide a Marketing and Sales Assessment Report, to include:

- Strategic recommendations for short, medium, and long-term opportunities
- Individual, Organizational (Firms/Nonprofits), and government agency sales strategies:
 - Lead generation and qualification
 - CRM and pipeline management
 - Proposal development and follow-up
 - Pricing, packaging, and group purchasing
 - Sales cycle length and decision-makers
 - Renewal and repeat-purchase opportunities
- Revenue growth opportunities:
 - Assessment of current revenue by product and audience
 - Prioritized growth opportunities, with rationale
 - Estimated revenue potential or opportunity range where defensible
 - Federal-funding changes and resulting market risk
- Required infrastructure investments and staffing
- Expected implementation timeframe
- Recommended performance indicators

Information Available

NACC's staff in marketing, sales, communications, and earned revenue departments will be available for interviews. Moreover, NACC anticipates providing access to information such as:

- Strategic Plan
- Marketing plans
- Membership data
- Conference metrics
- Website analytics
- Technology platforms (box, TalentLMS, Salesforce)
- Email marketing performance
- Financial information related to earned revenue activities
- Organizational budget
- Relevant policies and reports

Desired Qualifications

Experience working with legal organizations or continuing education programs is desirable. Preference will be given to consultants with experience in:

- Professional associations, legal associations
- Continuing education
- Conference marketing
- Digital marketing
- Sales strategy
- Revenue diversification

Proposal Requirements

Proposals should be no more than 4 pages and include:

- 1. Consultant/Firm Overview.** Description of the organization and key personnel.
- 2. Relevant Experience.** Examples of comparable engagements.
- 3. Timeline.** Estimated schedule for completing the engagement.
- 4. Deliverables.** Description of proposed deliverables and proposed methodology.
- 5. Cost Proposal.** Proposals including pro-bono services (partial or in full) are invited. Tell us what you can accomplish at \$5,000 and \$10,000, and then give us your recommended scope/investment for a full engagement.
 - Total project fee
 - Hourly rates (if applicable)
 - Estimated expenses
 - Payment schedule
- 6. References** (minimum of 2)

Timeline and Submission

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Please submit proposals electronically in PDF format to:

Kim Dvorchak, CEO, Kim.Dvorchak@NACCchildlaw.org

Questions regarding this RFP should be submitted by email no later than September 8.