

Association of Specialty Cut Flower Growers, Inc. Request for Proposals to Expand Research Programs

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Introduction

The Association of Specialty Cut Flower Growers, Inc. (ASCFG) is a 501 (c) (6) trade association. Our mission is to support specialty cut flower growers by creating accessible educational opportunities and research for growers at every stage in their development of financially sustainable businesses.

Project Goals and Scope of Services

The ASCFG seeks to expand and improve its existing research program to integrate with its education program, and meet members' needs for economic information. The first phase is a three-month planning contract, the outcome of which should be a detailed program plan, including implementation hiring, funding, and evaluation. The contractor should consider the roles of partners in funding and executing this work.

A companion RFP addresses our education program. You are welcome to apply for either or both.

Anticipated Selection Schedule

Proposals will be accepted from January 31 until a suitable proposal is identified. The projected date for contract commencement will be on or after March 1.

Timeline

March 1—June 30. This includes regular assessment of progress with management team.

Elements of Proposal

Please submit a proposal of not more than five pages summarizing how you would approach this project. Include key benchmarks and deliverables, and your proposed budget not to exceed \$6,400.

This project's goal is to create a comprehensive plan to develop and implement the following new or expanded elements of the ASCFG Research Program:

- Explore opportunities to support economic research, particularly aggregate cut flower economic benchmarks, and work with ASCFG members to develop reasonable guidelines for cut flower pricing.
- Develop an evaluation program to assess the effectiveness and impact of the research program to date and going forward.
- Evaluate a recently conducted in-depth membership survey, and propose new activities, partnerships, and funding models to expand the current research program to meet members' needs.

Application and Evaluation Criteria

Proposals will be evaluated on clarity, the extent to which they address the elements of this RFP, and feasibility. Our goal is to have a plan which will lead directly to either a hire or a second RFP, and to new work products and deliverables within the calendar year.

Application Process

Candidates should also submit a resumé and provide samples of past work, indicating a proven success record with organizations in similar industries, as well as the expertise and technical skills necessary to complete this work.

Apply at www.ascfg.org/education-research-positions

Budget

The budget for this phase of the research initiative is \$6,400.