

Invitation to Tender: Strategic Plan Development Consultant (2026–2030)

Issued by: Irish Motor Neurone Disease Association (IMNDA)

Closing Date: 29/08/2025

Contact for Queries/Submissions: kburn@imnda.ie

About the IMNDA

Our key services include home visits by our 7 MND nurses, financial assistance towards home help, the supply of specialised equipment on loan, and tailored support sessions for carers and families. These include group and one-to-one supports, such as carer wellbeing workshops, peer connection events, and bereavement support sessions for those who have lost a loved one to MND.

Our aim is:

- To encourage and promote the best methods of care, education, research and treatment for people with Motor Neurone Disease throughout Ireland, contributing to worldwide efforts in research and development of treatment.
- To establish and promote models of good practice in the delivery of specialised services to our patients, their families and carers, setting standards of excellence.
- To communicate information of Motor Neurone Disease and related disorders widely in order to raise awareness in the wider community.

Our **Vision** is a world free of MND.

Our **Mission** is to support people living with MND, their families, and carers through advocacy, home, and professional support.

Purpose of the Tender

The IMNDA invites proposals from suitably qualified and experienced individuals or organisations to lead and facilitate the development of our next Strategic Plan for the period **2026–2030**.

We seek a consultant to:

- Design and deliver a comprehensive stakeholder engagement and consultation process
 - Gather and analyse qualitative and quantitative data including current strategy documents we have
 - Facilitate strategic reflection with our staff, board, clients, carers, clinicians, researchers, funders, and supporters
 - Collate key findings into strategic priorities, goals, and KPIs
 - Produce a final strategic plan document with actionable and measurable objectives
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Background: Current Strategic Plan (2021–2026)

Our current strategic plan, developed with Amárach Research following extensive stakeholder consultation, is built on four pillars:

1. **Client and Caregiver-Centred Support**
2. **Communication and Awareness**
3. **Research Funding and Dissemination**
4. **Sustainability and Governance**

It has guided major achievements, including expanded services, improved internal operations, research collaboration, and financial growth despite COVID-19 challenges.

As we approach the final year of this plan, we wish to build on its momentum and strategically prepare to meet the evolving needs of the MND community over the coming five years.

In parallel with the development of our next strategic plan, we have recently completed a dedicated three-year Fundraising Strategy, which will run from 2026 to the end of 2029. This strategy outlines our approach to growing and diversifying income streams to sustain and expand services. The strategic plan should align with and support the ambitions set out in this fundraising strategy.

Scope of Work

The successful consultant will be responsible for:

- **Designing and implementing** an inclusive consultation strategy involving:
 - People living with MND and their carers
 - IMNDA staff, board and volunteers
 - Clinical and research professionals
 - Funders, donors and external partners
 - **Facilitating workshops, focus groups or surveys**
 - **Synthesising key insights** from consultation, current trends, and sector developments
 - **Advising on best practice strategic frameworks** for health charities
 - **Drafting a strategic plan (2026–2030)** that includes:
 - • A framework for each strategic objective that clearly defines what success looks like and how progress will be tracked and measured over time
 - Strategic Priorities and Outcomes
 - Actionable Goals and KPIs
 - Monitoring and Evaluation approach
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- Consultation and engagement plan
 - Summary report of consultation findings
 - Draft strategic plan (with 2 revision rounds)
 - Final strategic plan document (graphic design optional but welcomed)
 - Optional: Presentation to Board and/or MND community
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Timeframe

- Project Start: [e.g., September 2025]
- Draft Plan: [e.g., February 2026]
- Final Plan: [e.g., April 2026]

Timelines are indicative and will be confirmed in collaboration with the successful consultant.

Budget

Proposals should include a detailed budget inclusive of all consultancy fees, travel, materials, facilitation costs, and VAT (if applicable). IMNDA is committed to fair and transparent procurement and value for money.

Proposal Requirements

Interested parties should submit:

1. A cover letter outlining suitability and approach
 2. CV(s) or organisational profile
 3. Examples of similar work (particularly for health, disability, or voluntary sector organisations)
 4. Project plan and methodology
 5. Budget and pricing structure
 6. Contact details for two referees
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Evaluation Criteria

Proposals will be evaluated based on:

- Relevant experience and qualifications
- Quality and clarity of proposed methodology
- Understanding of IMNDA's mission and context
- Demonstrated capacity to deliver on time and within budget
- Value for money

Contact

Please send queries or submissions to:

Kevin Burn (CEO)

kburn@imnda.ie

Subject line: *Strategic Plan 2026–2030 Consultant Tender*

We look forward to receiving your proposal and working together to continue shaping a responsive, resilient, and impactful IMNDA for the future.

Application Process

Shortlisting will take place following an initial review of all proposals. Shortlisted candidates will be invited to present their proposed approach to a selection panel. This presentation stage is designed to assess not only the robustness of the methodology but also how well the consultant is likely to collaborate with the IMNDA team. Final selection will be based on both the written submission and presentation.

Evaluation criteria will be weighted as follows:

- Relevant experience and qualifications – 25%
- Quality and clarity of methodology – 30%
- Understanding of IMNDA's mission and needs – 20%
- Value for money – 15%
- Presentation and team fit – 10%