

Request for Proposal (RFP) – Brief

Girl Guides of Canada – Digital Transformation

Information to Vendor:

This is a Request for Proposal (RFP) Brief, not an order. No cost can be charged to GGC for any reason prior to the execution of a binding contract between GGC and a successful vendor.

This document shall not be construed as a request or authorization to perform work at GGC's expense. Any work performed by a vendor will be at the vendor's own discretion and expense. This RFP Brief does not represent a commitment to purchase or lease. Submission of a response constitutes acknowledgement that the vendor has read and agrees to be bound by such terms.

Digital Transformation at Girl Guides of Canada

At Girl Guides of Canada (GGC), enhancing the member and adult volunteer experiences and internal efficiencies across all areas of our organization are key focus areas. This includes our Registration and Stakeholder Relations, Girl and Youth Impact, Brand and Business Development, Finance, People & Culture, and Technology teams. Collectively, we need to drive growth, operational excellence, and increased revenue.

We are seeking a firm with a proven track record in Digital Transformation. The ideal partner will have the ability to quickly grasp GGC's strategic objectives and operations, leveraging their prior experience and successes to identify opportunities and develop technology-focused solutions.

The primary objective of this RFP is to produce a high-level roadmap that outlines the steps required to align our strategic vision with the organization's digital needs.

This is a brief of a full RFP that will be issued upon return of a signed NDA. Please see Section 3 for further details.

Section 1: About Girl Guides of Canada

Girl Guides of Canada (GGC) is the leading organization for girls and women in Canada, with over 76,000 members across the country supported by over 15,000 volunteers, and a team of about 229 employees. GGC is a catalyst for girls empowering girls. It provides a safe environment that invites girls and youth to challenge themselves, find their voice, meet new friends, have fun, and make a difference in the world. GGC strives to ensure that girls, youth, and women from all walks of life, identities and lived experiences feel a sense of belonging and can fully participate. GGC's innovative programming is helping the next generation of girls across Canada to become confident, courageous, and resourceful leaders. Together, GGC is building a vision of a better world, by girls.

At GGC, we celebrate the richness of diversity in all its forms, ensuring that every girl—whether cisgender, transgender, or non-binary—feels a sense of belonging and can participate fully in our programs. With the over 15,000 volunteers, the way they utilize technology amongst themselves plays an important role in our digital transformation initiative. By simplifying and streamlining their experience, we aim to ensure that they can focus on delivering for the girls rather than being burdened by complex systems or frustrating processes related to their role..

The success of this digital transformation will depend on effectively addressing the various objectives and pain points of GGC through the expertise and guidance provided by this initiative.

Strategic objectives:

- Acquire Girl Members
- Deliver Quality Girl Experience
- Grow Unit Leadership Volunteer Base
- Refine GGC Model & Culture
- Create a Financially Sustainable GGC



Operational objectives:

- Simplified/automated processes leading to improved staff efficiencies, communication and member experiences. Eg. Improving the end-to-end supply chain process for distribution, transport, and tracking of cookie sales, which is currently a manually managed process via spreadsheets.
- Robust data analytics and dashboarding capabilities to drive alignment, data-driven decision making and transparency
- Improved utilization of resources, shifting from repetitive low value tasks to strategic high-impact activities.
- Strengthen cybersecurity measures to protect sensitive information and ensure compliance.
- Leverage improved business processes and technology to lower operational expenses and improve overall financial performance.
- Reduce operational risk by transitioning from fully custom-developed applications supported by specialized vendors to more standardized and scalable solutions that are using commonly used technology and skillsets.

Membership/Volunteer objectives:

- Ease of interaction, simplified technology ecosystem for volunteers and stakeholders to use.
- Secure and easily accessible member information – such as but not limited to the collection, storage and distribution of forms (e.g., Health forms, permission forms, safety plans, emergency response plans etc.)
- Tailor services, communications, and offerings to individual member needs and preferences
- A frictionless onboarding and renewal process to ensure members do not face roadblocks
- Use of digital tools to clearly communicate and promote member benefits and services
- Platforms to support revenue growth across multiple channels, such as membership, sponsorship, donations etc.

Section 2: Project Overview

GGC is seeking vendor assistance in the creation of a “Digital Roadmap” that includes but is not limited to:

- Solicitation of input from stakeholders on barriers and opportunities to drive increased operational efficiencies and effectiveness.
- Define appropriate digital solutions for the achievement of efficiencies.
- Timelines and costs associated with the recommended solutions.

Provide GGC with recommendations summarized with priorities, cost, suggested solutions and technologies and partners to execute the roadmap. At the end of this engagement, the selected partner should be able to produce a roadmap that has factored in the following:

- Review of existing landscape – “Where is GGC today?”
- Develop a future state landscape – “What does tomorrow look like for GGC?”
- Develop our roadmap for success – “How can GGC get there?”
- Prepare the roadmap for socialization – “How to communicate this roadmap?”



Section 3: Contact Details and Next Steps

If your organization is interested in responding to this RFP, please contact us at RFP@girlguides.ca to express your interest.

Next Steps:

1. **NDA Requirement:** To ensure the confidentiality of our project details, business applications and technology infrastructure, all interested parties will be required to sign a Non-Disclosure Agreement (NDA).
2. **Full RFP Access:** Upon receipt of a signed NDA, we will provide you with the full RFP document, including detailed project requirements, timelines, and evaluation criteria.

Deadline for Inquiries: Please submit your expression of interest and signed NDA by **September 13th**.

This is an exciting opportunity for a firm that has a proven track record in guiding small to medium-sized businesses/not-for-profits through successful digital transformations, all while ensuring that day-to-day operations continue seamlessly. We look forward to partnering with a firm that shares our vision for a dynamic future and can help us bring that vision to life.

Thank you for your time and consideration. We look forward to your response.

Sincerely,
GGC Digital Transformation Team.

