APPENDIX A: PROPOSAL RESPONSE FORM

Washington School Nutrition Association — Executive Director & Association Management Services RFP

Please complete every section below and submit this form as part of your full proposal. Please also attach any optional supporting materials separately, per RFP Section 7F.

7A. Organizational Information

Company or Individual Name:	
Primary Contact Name:	
Primary Contact Title:	
Primary Contact Email:	
Primary Contact Phone:	
Organizational Structure (Individual Contractor / AMC):	
Years in Business:	
Office Location (City, State):	

7B. Relevant Experience

Describe your experience providing each service below. Include specific examples, representative clients (where permitted), and years of experience.

Executive Director services
Association management services
Membership services
Financial administration
Conference and tradeshow management
Website management

7C. Staffing Plan

Identify principal staff who would be assigned to the WSNA account.

Staff Name	Title / Role	Responsibilities on WSNA Account	Yrs Experience

Available Support Personnel (additional staff who may assist as needed)
Backup Coverage Plan (in the event primary staff are unavailable)

7D. Service Approach

Describe your proposed approach for each of the following.

Understanding of WSNA's needs
Governance
Financial management
Membership support
Conference management
Website administration
Communication

7E. References

Provide at least three client references.

Client / Organization Name	Contact Name & Title	Phone	Email	Type & Length of Engagement

8A. Base Annual Management Fee

Your base annual fee should include all of the service categories below. Confirm inclusion of each, and note any exceptions.

Service Category (included in Base Fee)	Included? (Y/N)	Details/Exceptions
Executive Leadership & Governance Support		
Business Operations & Administration		
Financial Administration		
Membership Services		
Meetings, Conferences & Events		
Communications & Website Administration		
Industry Relations & Sponsorship Support		

PROPOSED BASE ANNUAL MANAGEMENT FEE	**$**

8B. Optional Services Pricing

If applicable, separately identify pricing for the following.

Optional Service	Price / Rate	Pricing Basis (flat, hourly, per-project, etc.)
Social media management		
Marketing services		
Graphic design		
Newsletter design and production		
Content creation		
Other optional services (specify)		

8C. Additional Services

For any and all additional service fees not covered above, please provide:

Additional Service Fees	Rate / Policy
Hourly or project rates	
Event-specific rates	
Additional staffing rates	
Travel expense policy	

Authorized Signature

Signature:	
Print Name:	
Title:	
Date:	