



**PROJECT TITLE: IEA Strategic Plan RFP**

Date Issued: **October 1, 2025**

Contact Person: **Roxane Durant**

Email Address: **roxane@rideiea.org**

Submittals Accepted Until: **October 31, 2025**

Please submit responses via **email** only to: **roxane@rideiea.org**

Please put the project title in the subject line of the email.

*Proposals submitted after the due date will not be considered. Consultants accept all risks of late delivery or spam delivery submittals regardless of fault. IEA reserves the right to reject any and all submittals and informalities in the submittal and evaluation process. This RFP does not obligate IEA to pay any costs incurred by respondents in the preparation and submission of their proposals. Furthermore, the RFP does not obligate IEA to accept or contract for any expressed or implied services.*

---

## SCOPE OF PROJECT:

This project marks the first time that the Interscholastic Equestrian Association will embark on a formal strategic planning process with a hired consultant. This process will ideally support the organization to:

- review, update, and prioritize the organization's existing mission, vision, and goals
- determine objectives and action items for sustainability
- provide a timeline to be used by IEA leadership and board members for implementation

The Board of Directors has identified specific areas of interest:

- development of a succession plan for core founding staff
- assessment of future trajectory
- review organizational structure including the board, committees, staff, and volunteers
- consider focusing efforts for economic/institutional growth and sustainability

The anticipated timeline for the project:

1. Collect bids through October 31, 2025.
2. Start Strategic Planning process early in 2026.
3. Deliver final Strategic Plan by late 2026.

The timeline will be sensitive to accommodating the IEA's peak competition season and scheduled events.

## DELIVERABLES/PROPOSAL MUST INCLUDE:

1. Description of Work Process: Explain your process and follow through. Describe the methods you use in a strategic planning process including method of reporting. Please also include your anticipated timeline for activities.
2. Anticipated Rate: Breakdown of fees for each step of the process.
3. References: Provide three references of similar budget associations/nonprofits, at least one of which is a comparable membership organization you have worked with on a strategic plan.
4. List of Clients: Provide a list of other organizations, for profit and nonprofit, you have worked with over the past ten years, including their name, website and scope of work with the client.
5. Team: Who will be the primary contact? Who will be engaged in the various activities? Please provide biographies and overview of relevant experiences for each individual.

Please include samples of surveys, reports, and finished products if available.

## MISSION, VISION, PURPOSE OF THE INTERSCHOLASTIC EQUESTRIAN ASSOCIATION (IEA):

### Organization Mission

IEA's mission is to promote lifelong involvement in equestrian athletics. IEA wishes to introduce students in grades 4-8 (Future) and 9-12 (Upper School) to equestrian sports and to develop understanding and appreciation of equestrian sports through organized competitions and educational opportunities. IEA further wishes to inspire and facilitate adults to continue their journey in equestrian athletics for a lifetime.

### IEA Background/Founding

The IEA was established to provide competitive and educational opportunities through equestrian athletics. Good horsemanship and honorable participation are priorities at every event. It is the responsibility of all attendees to foster a spirit of belongingness, an atmosphere of community enjoyment, and a mutual respect for all participants and their equine partners.

### IEA Purpose & Goals

- To promote the equestrian as an athlete.
- To encourage recognition for equestrians in grades 4-12.
- To provide riders with organized competitive opportunities.
- To introduce new riders to equine sports.
- To promote the IEA among its constituencies.
- To provide riders opportunities to further their education in equine sports and equine-related matters.
- To encourage collaboration with other equestrian associations for the betterment of equestrian sports.
- To encourage a higher standard of coaching and instruction.
- To provide information concerning the creation and development of mounted and non-mounted equestrian programs.
- To establish and enforce IEA rules, standards, and policies.
- To encourage good horsemanship.
- To promote the common interests of riding instruction, competition, and education on matters related to all segments of the horse industry.
- To develop team and individual sportsmanship.
- To establish a foundation to support the continuing mission of the IEA.

## FOUNDING, HISTORY AND GROWTH:

For student equestrians in grades 4-12, the Interscholastic Equestrian Association (IEA) was established in the spring of 2002 and held its first annual national finals event the following year in Willoughby, Ohio. A non-profit organization, the IEA has grown both geometrically and geographically each year. Beginning with just 200 participants, the IEA now has approximately 15,000 members in approximately 45 states across North America. IEA is governed by a Board of Directors and operated under the direction of full-time and part-time staff as well as independent contractors and a significant pool of volunteers. While there are currently two office locations (Westerville, OH and Wakefield, MA), most of the work is happening remotely in home-offices and in a variety of locations across the country.

The IEA supports three disciplines: Hunt Seat, Western, and Dressage. There is no need for any rider to own a horse because competition horses are provided at each venue to the athlete in a draw-based format that is similar to riding on a collegiate equestrian team.

Organized to promote and expand access to quality team and individual equestrian competition and instruction, IEA's purpose shall be to set standards for competition; to provide information concerning the creation and development of equestrian sport programs; to promote the common interests of safe riding instruction; and to educate on matters related to horsemanship. The IEA also provides leadership opportunities for members including a national peer-elected Youth Board, Team Captains campaign, Adult competitive and leadership programs, and other developmental programs.

Youth members have the opportunity to earn scholarships toward their college education through awards in competition and through sportsmanship activities.

The IEA programs are primarily funded by membership dues and participation fees, but the IEA is also working to increase development of additional funding resources and donations. IEA is a 501(c)3, non-profit organization and its fiscal year is July 1 to June 30.

In 2011, the IEA established the Benevolent Fund to assist riders and coaches in need through programs such as the IEA Financial Assistance Program and the IEA Coaches Assistance Grant. The IEA also has several grant opportunities for its youth members that are supported by private funding in addition to budgetary funds.

Additional Resources:

<https://www.rideiea.org>

@rideiea



**INTERSCHOLASTIC  
EQUESTRIAN  
ASSOCIATION**

IT'S YOUR FUTURE. TAKE THE REINS.

PAGE 2 OF 2