

Request for Proposals: SENIOR ADVISOR / CONSULTANT, 2020 ENGAGEMENT

August 2019

1. SUMMARY AND BACKGROUND

YWCA USA seeks a seasoned professional to serve as a senior advisor / consultant to develop and implement YWCA's nonpartisan strategy to ensure women's voices are at the forefront of policy discussions and press coverage during the 2020 election cycle. With candidates and issues on the ballot at city, county, state, and national levels, 2020 provides a critical moment to raise awareness about women's concerns and priorities. 2020 also presents a unique moment of opportunity as our nation prepares to commemorate the 100th anniversary of the 19th Amendment, which extended the right to vote to women, and the 55th anniversary of the Voting Rights Act of 1965, which extended voting protections to people of color.

YWCA USA is on a mission to eliminate racism, empower women, stand up for social justice, help families, and strengthen communities. YWCA has been at the forefront of the most pressing social movements for more than 160 years — from voting rights to civil rights, from affordable housing to pay equity, from violence prevention to health care reform. YWCA is one of oldest and largest multicultural women's organizations in the United States, with more than 2 million participants in 1,300 locations throughout the U.S. Worldwide, YWCA engages more than 25 million women and girls in 125 countries. YWCA USA recognizes the intersecting issues related to social justice – all common threads that unite YWCAs across the country. Today, we combine programming and advocacy in order to generate institutional change in three key areas: racial justice and civil rights, empowerment and economic advancement of women and girls, and health and safety of women and girls. Additional information about YWCA is available online at www.ywca.org.

2. PROPOSAL GUIDELINES

This request for proposals (RFP) is intended to identify a consultant who will be responsible for providing strategic guidance in the development and implementation of YWCA's 2020 nonpartisan civic engagement strategy, and expanding staffing capacity to implement related activities. Contract shall begin upon award by YWCA USA, and will end no later than November 30, 2020.

This RFP represents the requirements for an open and competitive process. Proposals should be submitted to Catherine Beane at cbeane@ywca.org no later than 5pm EST on Wednesday, August 28, 2019. Proposals should include:

- Clear statement of the need for services that reflects the potential contractor's understanding of YWCA's objectives and needs
- A proposed set of activities and timetable and workplan for meeting YWCA's objectives

- Resume/CV of contractor and any other person that contractor may utilize in meeting contract deliverables
- Proof of history and capacity to provide deliverables similar in size, complexity, and nature to those described in this RFP
- At least two references for similar clients or projects produced by contractor
- Proposed budget/fee for completion of services

All proposals must be signed by the individual submitting the proposal, or by an official agent or representative of the organization submitting the proposal. If the organization submitting a proposal must outsource or contract any work to meet the requirements herein, this must be clearly stated in the proposal.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by YWCA USA's legal counsel and will include scope of services, budget, and other necessary items pertaining to engagement.

3. OBJECTIVES AND OUTCOMES:

YWCA seeks through its 2020 Engagement Strategy to:

- Ensure women's voices are at the forefront of national policy discussions and press coverage during the 2020 election cycle
- Increase the prominence and coverage of YWCA USA's policy priorities and "What Women Want 2020" survey by media, presidential campaigns, and federal policymakers during the 2020 election cycle
- Continue YWCA's growth and positioning as a go-to partner and thought leader on women's empowerment and racial justice issues
- Engage YWCA's national network in advocacy, social media, issue education, and GOTV activities

4. SCOPE OF SERVICES:

Reporting directly to the Vice President of Public Policy & Advocacy and in furtherance of these objectives and outcomes, the contractor will:

- Design, develop, and implement YWCA USA's nonpartisan, 501(c)(3)-compliant, 2020 engagement strategy to ensure women's voices are at the forefront of national policy discussions and press coverage during the 2020 election cycle.

It is expected that this scope of services will include:

- Identifying strategic opportunities to promote YWCA's policy agenda and the results of the forth-coming "What Women Want 2020" survey
- Conducting nonpartisan outreach to partners, policymakers, candidates, and media regarding YWCA's policy agenda and "What Women Want 2020" survey

- Planning briefings/events (e.g., “What Women Want 2020” press/launch event in November 2019; RNC and DNC side events in summer 2020; Capitol Hill briefings; commemorations of the anniversaries of the 19th Amendment and Voting Rights Act; etc.)
- Developing written materials and other resources to support YWCA’s 2020 civic engagement strategy (e.g., talking points, op-eds, briefing papers, web content)
- Providing strategic guidance and support to related civic engagement initiatives that are led by YWCA staff (e.g., YWCA’s 2020 Census, voter registration, and GOTV initiatives)
- Communicating and collaborating with YWCA’s senior leadership, public policy and advocacy, and communications teams, as well as key partner organizations, to ensure that strategy development and implementation are aligned with YWCA’s broader organizational priorities and calendar, and are informed by both internal and external stakeholders
- Recommending social media strategy and content to support 2020 engagement efforts

5. BUDGET

Proposals must include all proposed costs and fees to complete the tasks described in the scope of services, including any outsourced or contracted work.

6. PREFERRED CONTRACTOR QUALIFICATIONS

- 6+ years experience working in a non-profit, legislative, or campaign arena with a focus on advocacy, communications and nonpartisan civic and political engagement.
- Past Hill and campaign experience strongly preferred. Past experience leading national issue, GOTV, and communications campaigns a plus.
- Demonstrated success in strategy development and implementation, problem-solving and project management.
- Highly developed communications and writing skills, and demonstrated ability to make presentations with a focused, clear and convincing message.
- Established working relationships across relevant nonprofit, policy, legislative, and media sectors.
- Demonstrated professionalism and maturity, and high tolerance for rapid pace and integrating at times divergent insights, perspectives and guidance from multiple stakeholders into action planning.
- Commitment to YWCA USA’s mission and to advancing public policies that support women, girls, and communities of color.

7. CONFLICT OF INTEREST

Each individual or organization submitting a proposal must disclose any existing or potential conflicts of interest relative to their proposed scope of work and performance under any contract with YWCA USA.

8. OWNERSHIP AND USE OF DATA AND PROGRAM MATERIALS

All data collected and materials prepared by contractor in connection with the contract shall remain the property of the YWCA USA. Contractor is prohibited from using data and program materials for any purpose other than those outlined in the contract.

9. CONFIDENTIAL INFORMATION

In performing the scope of services outlined in the RFP, contractor and YWCA USA may be exposed to an/or required to use confidential information.¹ Contractor along with its employees, agents, or representatives will not use, directly or indirectly, such confidential information for purposes other than outlined in the contract.

10. DISSEMINATION OF INFORMATION

The contractor shall not release any information related to the services or performance under the contract nor publish any reports or documents without the prior written approval of YWCA USA. Reporting directly to and working closely with the Vice President of Public Policy & Advocacy, the Senior Advisor/Consultant will collaborate with senior leadership and with Communications, Development, and Public Policy & Advocacy departments to lead the organization's nonpartisan strategic engagement in the 2020 election cycle.

DATE POSTED:

August 2019

DATE LAST MODIFIED:

August 2019

START DATE:

September 2019

¹ Information, not generally known and proprietary to YWCA USA.