

NARAL Pro-Choice America 2023 Event Consultant Request for Proposal

Organization Background

NARAL Pro-Choice America fights for reproductive freedom for every person in every state. We organize and mobilize to ensure *everybody* has access to abortion care, birth control, paid family and sick leave, and pregnancy discrimination protections.

NARAL hosts a signature fundraising event each year in Washington D.C. to engage donors, partners, and members of the Hill and their staff. In past years, this event has been a May happy hour reception for about 150 guests hosted under the brand Men for Choice. This year, we are looking to refresh this event with a new name and a broader audience.

As such, this year's event will be called Reproductive Freedom *Forward* and our goal is to bring in between 250 and 300 attendees for a cocktail reception with brief remarks by key speakers. We have already secured Planet Word on September 20, 2023 from 6:30 to 8:30 pm for the event.

Project Overview

The purpose of this Request for Proposal ("RFP") is to identify an event consultant who can oversee all of the logistical aspects of the event and manage the day-of flow. Applicants should be familiar with DC-based vendors, have experience managing within a set budget, and be able to deliver an experience that aligns with NARAL's vision and goals of the event.

The consultant will work closely with NARAL's Major Gifts and Events team to execute a successful event. The NARAL team will focus on attendance and fundraising while the consultant focuses on logistics and production.

RFP Objectives

Scope of Work

The core of this contract will include:

- Manage relationship with venue, Planet Word
- Manage caterer and select menu
- Coordinate with venue on A/V capabilities
- Manage invitation design and printing
- Design, in consultation with staff, the flow and feel of event, including decor and speaking program

- Secure and manage photographer
- Develop memos for key staff, volunteers, and speakers on day-of logistics
- Coordinate with external event speaker teams
- In coordination with staff, make sure event stays within budget
- Manage all day-of logistics including time management and vendor coordination

Budget Details

The retainer for this contract is up to \$30,000

RFP Point of Contact and Timeline

Please direct all questions and submit all materials to: Caitlin Van Orden, Senior Director of Major Gifts and Events, cvanorden@naral.org

May 10, 2023: RFP is sent

May 17, 2023: Proposals must be received by NARAL

May 23, 2023: Review Period Closes

May 25, 2023: Firm Selected

RFP Questions

Your Company

- Please provide the names and contact information of three clients we can reach out to.
- How is your team structured? Who would we be working with on a day to day basis?
- Describe your organization's commitment to diversity, equity and inclusion. Provide specific examples that support this commitment.
- Describe your company's efforts to support reproductive freedom and social justice issues. Provide specific examples of these efforts, for example, have you worked with other progressive advocacy or reproductive freedom organizations?
- Identify your company's ownership and whether there is certification/representation at the ownership level in the following categories:
 - Minority-owned
 - Women-owned
 - LGBT+-owned
 - Disabled-owned
 - Veteran-owned

- Union affiliated

Your Experience

- What is your experience leading and executing events in Washington D.C.?
 - Please list the types of events that are the specialty of your firm (i.e. fundraisers, weddings, etc)
 - Please describe your experience working with and managing subcontractors and vendors.
 - Please describe your experience working with principal level speakers and guests and their staff.
 - Please describe your experience working with celebrities and their teams.
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