NARAL Pro-Choice America 2023 Digital Organizing 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 organizes our 4 million members across all 50 states to ensure that their voices are heard on Election Day and beyond. Organizing and building power is in our DNA. We aim to leverage that inherent strength, in an equitable way, to elect reproductive freedom champions, holding bad actors accountable, and fight to advance reproductive freedom across the country. We educate, organize, and mobilize reproductive freedom voters to elect reproductive freedom champions.

Project Overview
The purpose of this Request for Proposal (“RFP”) is to identify a Digital Organizing consultant to work with the NARAL team to build a national digital organizing program to engage and expand NARAL’s current members and volunteers, with specific focus on key communities, demographics, and geographies.

The consultant will work closely with NARAL’s Chief Strategy Officer and the Organizing and Digital teams to execute a successful digital organizing program.

RFP Objectives

Scope of Work
The core of this contract will include the following specifications:

- Advise on the strategy and develop a new digital organizing program (virtual volunteer program) to engage NARAL’s 4 million existing members, as well as recruit new supporters to meet long and short term organizing goals.
- Recruit program participants from NARAL’s existing lists, as well as direct recruitment outreach to targeted audiences (i.e. young people and people of color) in key states and communities ahead of the 2024 election.
- Train staff and develop a training program for volunteers on relational organizing, including outlining key best practices, and how to use the recommended/appropriate digital tools.

Budget Details
The retainer for this contract is up to $20,000/mo

**RFP Point of Contact and Timeline**
Please direct all questions and submit all materials to: Yvonne Gutierrez, Chief Strategy Officer, ygutierrez@prochoiceamerica.org.

**July 5, 2023**: RFP is sent

**July 10, 2023**: Proposals must be received by NARAL

**July 12, 2023**: Review Period Closes

**July 14, 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*

- Experience in digital organizing for progressive organizations, advocacy or political campaigns, social justice movements or unions with the goal of recruiting and mobilizing young people.
• Ability to bring a qualitative and quantitative approach to digital organizing
• Proven ability to deliver effective ladder of engagement strategies
• Experience designing and leading political/advocacy organizing campaigns
• Experience creating and delivering training materials (either by video, in writing, or live in-person events)
• Experience quickly scaling up program to achieve a big goal
• Expertise in the utilization of digital organizing tools