NARAL Pro-Choice America 2023 Organizing Program 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, hold 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 consultant who can work with our Organizing Program on long-range planning and program development. The scope will cover all aspects of the Organizing Program.

NARAL is conducting long-range planning of its organizing infrastructure and strategy following a successful 2022 election cycle. While our initial engagement with volunteers and members has been strong, we recognize the need to develop a long term strategy to ensure continued engagement and retention.

We are looking for a consultant to provide outside support in reviewing our organizing work, assist in our efforts to refine the program, and assist in developing not only a competitive organizing strategy but one that builds long-standing, reciprocal relationships and partnerships in achieving reproductive freedom for all.

As NARAL looks towards 2024, developing and strengthening our organizing team, strategy, and programs is a primary goal for the organization. This includes building and formalizing outreach and engagement programs with mission-aligned movements and efforts.

Applicants should have expertise in leading advocacy and electoral organizing programs and campaigns; have experience managing within a set budget; have a
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successful record working with progressive organizations and movements; and deliver
an end product that aligns with NARAL’s vision and goals.

The consultant will work closely with NARAL’s Chief Strategy Officer and SVP of
Campaigns and Advocacy. The NARAL team will focus on providing consulting team
access to past plans and program analysis while the consultant focuses on guidance,
best practices, and short/long-term plans.

RFP Objectives

Scope of Work
In order to achieve the previously stated objectives, NARAL is looking for an outside
partner to assist in the following:

- **Evaluate**
  - Conduct a thorough evaluation of NARAL's past and current organizing
    programs and campaigns, including reviewing past branded programs,
    initiatives, member and volunteer engagement, interviews with internal
    and external stakeholders, and reviewing metrics and analytical output
    from previous years.

- **Role**
  - Provide an analysis of NARAL's role in the larger progressive and Repro
    ecosystem, including an analysis of similarly situated organizations and
    how we can best articulate a key organizing value proposition to current
    and future members, volunteers, and donors.

- **Future**
  - Workshop the future of NARAL's organizing program, including key
    opportunities for the organization to play a high-value role in the 2024
    election.

Deliverables
To accomplish the above priorities, the Consultant will work with NARAL's team to
provide the following deliverables:

- A memo/presentation of an evaluation and analysis of organizing efforts from the
  2020 Presidential cycle - 2022 Midterms.
- A memo outlining opportunities for donor investment in NARAL's organizing
  program moving forward, including a focus on recruiting, engaging and cultivating
  young people, specifically people of color.
Budget Details
We are open to proposals for monthly retainers and billing-per-deliverable options with budgets consummate with scope of work, period of engagement, and anticipated deliverables.

The retainer for this contract is up to $150,000

RFP Point of Contact and Timeline

Please direct all questions and submit all materials to: Yvonne Gutierrez, Chief Strategy Officer, ygutierrez@prochoiceamerica.org, and Elizabeth Schoetz, SVP of Campaigns & Advocacy, eschoetz@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 for a reference.
● 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 certificationrepresentation at the ownership level in the following categories:
  ○ Minority-owned
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○ Women-owned
○ LGBT+-owned
○ Disabled-owned
○ Veteran-owned
○ Union-affiliated

Your Experience

● Experience developing and executing national organizing programs.
● Experience leading organizational and programmatic assessments.