NARAL Pro-Choice America 2023 Strategic Planning 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 for partnership and strategic guidance on federal policy and advocacy strategy.

We are looking for a consultant to provide outside support in reviewing plans and proposals and provide strategic guidance, as well as advise on strategies and tactics to advance federal policy and administrative/regulatory opportunities. This consultant will also advise on the funder landscape and review proposals, decks, and other materials to present to funders and individual donors.

The consultant will work closely with NARAL’s Chief Strategy Officer, Government Relations and Development teams on policy, advocacy, and communications strategies for the Administration/Executive Branch, Congress, and other key influencers such as funders/individual donors.

RFP Objectives

Scope of Work

Advise NARAL’s executive team on key strategies and opportunities to:

- Policy
  - Advance NARAL’s policy goals with policymakers and allied organizations
- Funders
● Build and strengthen relationships with key funders

● Communication
  ○ Effectively communicate NARAL’s programmatic priorities to key stakeholders and influencers

**Deliverables**
To accomplish the above priorities, the consultant will work with NARAL’s Chief Strategy Officer to provide the following deliverables:

- strategy outline and proposed timeline
- review and edit proposals
- Secure meetings with key stakeholders

**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 total budget for this contract is $25,000

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

**July 13, 2023:** RFP is sent

**July 18, 2023:** Proposals must be received by NARAL

**July 19, 2023:** Review Period Closes

**July 21, 2023:** Firm Selected

**RFP Questions**
*Your Company*

- Please provide the names and contact information of three clients we can reach out to for references.
- 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:
  o Minority-owned
  o Women-owned
  o LGBT+-owned
  o Disabled-owned
  o Veteran-owned
  o Union affiliated

Your Experience
● Significant policy work with stakeholders in Congress and in the White House
● Experience advising donors
● Experience advising organizations in developing strategies to advance policy/regulatory opportunities
● Experience in successfully communicating programmatic priorities to stakeholders resulting in desired outcomes