



## Request for Proposal: Coalition Startup Communications Services

### About us

The International Center for Research on Women (ICRW) is a global research institute with headquarters in Washington, D.C., and regional offices in Asia (New Delhi, India) and Africa (Nairobi, Kenya and Kampala, Uganda). Our research and advocacy documents the contributions of women, girls and marginalized people worldwide, as well as the obstacles preventing them from achieving equality. Much of our advocacy efforts are achieved in coalition with other like-minded organizations who share our values and advocacy priorities. This RFP seeks wrap-around communications support services for the design, development and deployment of a new, global coalition on women's economic empowerment over a two-year start-up phase, with possibility for renewal.

Web pages for offices and practices:

- ICRW (main) - <https://www.icrw.org/>
- ICRW Asia Regional Office - <https://www.icrw.org/asia/>
- ICRW Africa Regional Office - <https://www.icrw.org/icrw-africa-regional-office/>
- ICRW Advisors - <https://www.icrw.org/icrw-advisors/>

### Mission

Anchored in the principle of human dignity, ICRW advances gender equity, social inclusion, and shared prosperity. To this end, ICRW works with non-profit, government and private sector partners to conduct research, develop and guide strategy and build capacity to promote evidence-based policies, programs and practices.

### Scope of Work

ICRW is seeking the services of a communications firm to be our go-to for all communications support services under this contract as ICRW works with partners to incubate and launch a new coalition on women's economic empowerment. This will include:

- Branding and Marketing Materials: The new coalition will require a brand and various overview products that tell the story of our members' shared mission and values, and communicates our priorities to our evolving target audiences. Products include publications (briefs, reports, marketing materials, advocacy leave-behinds); graphic design elements (including a logo, data visualizations, icons and social media assets) for our WordPress website, publications, email, and social media channels (Twitter, Facebook, Instagram,

YouTube, and LinkedIn); the occasional web design elements integrated into our current WordPress structure.

- Coalition communications strategy: Work with staff and members in the development of a communications strategy to support our evolving advocacy strategy, including traditional and social media in various markets.
- Press messaging and pitching: Work with staff and members in the development of smart, tailored messages for various press outlets, pitching and placement.
- Event planning and communications support: Working with staff and members to design and deliver high-impact advocacy events in key policy forums to include the World Economic Forum, U.N. General Assembly, G7/G20 and African Union, among others.

The selected design firm will support a Coalition coordinator and various member organizations across various countries and should be experienced in connecting to a diverse (technically and culturally) range of audiences.

Examples of deliverables:

- Coalition logo and collateral materials describing membership and advocacy priorities
- Coalition communications strategy tailored to key markets in line with evolving advocacy strategy
- Advocacy and global policy briefs (typically 2-6 pages) and coalition documents
- Social media assets that include toolkits, photos and infographics, which can be adapted across platforms
- Dynamic data visualizations
- Press placement and talking points/scripts/key messages/sound bites
- Impact analysis: monitoring and tracking Coalition press and social imprint/placement/uptake

### What we look for in a partner

- **Proven Record of Success, particularly with press placement, across multiple media markets:** We are moving this project out of our in-house communications shop for both bandwidth and press network reasons. While there will be some level of coordination with the in-house communications team, the goal here is not only to bring on additional capacity in terms of additional human resources, but we also would like to utilize the network of press contacts that may be outside the scope of a traditional nonprofit communications shop. Please tell us about the particular press relationships you bring in your rolodex for the issues we work on, in U.S. and other media markets globally.
- **Range of timelines:** We would like a partner with the ability and commitment to handling both slow-burn project deliverables, as well as those requiring very tight turnaround. Tell us how you will manage this workflow, as well as at what point you would charge fees.
- **Value-add insights and honesty:** We are looking more for a partner than a vendor – a design team that supports what we would like to do and suggests ways to improve upon our initial thoughts. We are also looking for a partner to give us honest feedback when a request will likely not achieve the desired effect or reach the intended audience, provide data or support for a counter argument and give us a path forward to success.

## Proposal components

- **About you:** Who are you? What makes you stand out? How do you deliver excellence consistently and within agreed timeline and budget parameters?
- **Staff bios:** Tell us about your team, specifically, the team that would work with us.
- **Experience:** What relevant experience do you have working to meet needs like ours? What companies and organizations have you worked with (e.g. social sector, coalitions, start-ups)? Where possible, include experience with organizations focused on gender, global issues and/or coalitions.
  - Feel free to look through our website to learn more: <https://www.icrw.org/>, as well as view our recent annual and multi-year reports (<https://www.icrw.org/icrw-annual-reports/>).
- **Diversity, equity and inclusion:** While this is always work in progress for any organization, including us, what is your experience, commitment and approach?
- **Project Management:** Can you tell us your process for managing multiple projects for your clients?
- **Rates and fees:** We would like to negotiate a flat rate for the duration of the project (1-2 years) plus possibility of extension. Please provide such an estimate and any other hidden or additional fees you might anticipate.
- **Expectations:** What do you expect from us in terms of timelines, resources and support that will help you do what we need you to do? What fees do you apply, if you do, and at what point do you apply them?
- **Portfolio:** Please include examples that demonstrate a range of products and styles, as well as a range of deliverables similar to what is outlined in this request for proposals.

## Timeline

- **Deadline for questions:** November 16<sup>th</sup>, 2020.
- **Proposal deadline:** November 31<sup>st</sup>, 2020.
- **Begin work:** January 3<sup>rd</sup>, 2020.

**Contact:** [advocacyicrw@gmail.com](mailto:advocacyicrw@gmail.com)

**Thank you! We look forward to hearing from you!**

## Appendix

### *Samples of past work*

#### **Publications (print & web):**

- Research briefs & reports:
  - [Economic Impacts of Child Marriage](#) (a range of publications co-branded)
- Policy briefs & reports:
  - [Toward a More Feminist United Nations: A 100 Day Agenda for the New Secretary-General](#)
  - [2018 G7 Summit Recommendations](#) (branding with partner)
  - [CWEEE Guiding Principles](#) (coalition branding)