



*Washington Coalition
for
Police Accountability*

The mission of the Washington Coalition for Police Accountability is to reduce police violence and increase accountability. Our work centers families who have lost loved ones to police violence.

Request for Proposals for Communications and Outreach Consultant Spring 2023

Objective

The purpose of this Request for Proposals is to engage a communication and outreach consultant for the Washington Coalition for Police Accountability (WCPA).

About WCPA

The Washington Coalition for Police Accountability centers families that have lost loved ones to police violence. We focus on statewide work and have supporters and volunteers across the state. Our activities take place and interface with state agencies, local governments, tribes, and the state legislature.

Our purpose is to:

- Create safer communities in Washington State by promoting the implementation of policies that reduce police violence and increase police accountability;
- Educate the public about police accountability and police violence; and
- Educate the public about the importance of changing the culture of policing by addressing the relationship of police violence and accountability to racial disparities, marginalization, and systems of oppression.

Scope of Work and Deliverables

We seek consultants with expertise in public-facing communications strategies and activities in support of daily work, campaigns, and long-term goals. This includes to:

- Assess, update, and help manage WCPA's website and social media presence
- Develop messaging for fundraising and outreach appeals, including written calls to action and tactics for campaign momentum.
- Assess and update WCPA's logo and identity guide
- Work with WCPA policy and data experts to prepare graphics, handouts, and other materials, including press releases, livestreams, talking points, and education materials for various campaigns.
- Develop feasible outreach goals and practices to increase ally involvement throughout the state.



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- Work with local, state, and national media to pitch and advance stories, and secure editorial board meetings.
- Support rapid communications response and emergent needs.

Specific deliverables between May 15 and December 31, 2023, in priority order

- Develop an overall communications strategy that integrates our purpose (listed above)
- Help WCPA implement a CRM platform using Salesforce
- Develop Fundraising campaign
- Develop individual campaigns for HB 1025, HB 1445, and HB 1513
- Assist in a minimum of 12 items for the WCPA website including blog posts for the “Dirty Dozen” campaign and blog posts for the “Officer Friendly” campaign
 - The Dirty Dozen campaign is part of the HB 1025 work
 - The Officer Friendly campaign is a continuation of ongoing implementation from 2021 legislation regarding officer misconduct complaints
- Create a template for “calls to action”
- Create template for WCPA press releases, and assist in a minimum of two press releases
- Help WCPA develop a Fall 2023 education campaign including:
 - Op Eds
 - Letters to the Editor
 - Education/events about bills for 2024 session

Qualifications and Expectations

We seek an individual or consulting firm prepared to work in an intense environment due to both the centering of impacted families and the fierce opposition from law enforcement. The ideal candidate will understand the challenges of pushing an agenda to change a culture rooted in historically harmful traditions and wrongs. Desired qualifications include:

- Interest in and affinity for the mission and work of the WCPA.
- Excellent written and oral communication skills.
- Three or more years of experience in digital communications, including working with CRM and social media.
- Experience advancing advocacy campaigns for organizations.
- Experience in fast-paced productive environments and comfortable with flexibility and change.
- Diplomatic, empathetic, kind, and caring.
- Excellent anti-racist lens and interpersonal skills.
- Sound judgment and discretion.
- Willing to work a flexible schedule, including some evenings and weekends.



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Successful consultants will:

- Become familiar with the WCPA Board, teams, and volunteers and attend scheduled communications meetings.
- Help WCPA amplify, align, and leverage our work to achieve legislative victories.
- Collaborate with other WCPA consultants to fulfill the tasks and duties.

Timeline

Request for Proposals released, submissions open	April 3, 2023
Submissions close	April 21, 2023
Decision announced	May 5, 2023
Contract begins	May 15, 2023
Contract ends	December 31, 2023

Proposal Information

In your proposal, please include:

- For individuals:
 - Your name and the names of anyone who will be engaged in the project
 - Resume
- For organizations:
 - Organizational name, names and titles of individuals who will be engaged in the project
 - Organizational history and background
- A budget. (WCPA has allocated \$70K for this contract.)
- Describe your experience with using communications tools to change a culture rooted in historically harmful traditions and wrongs. Include work samples.
- Describe your experience with the following: media and public relations, fundraising and outreach, social media, branding, and website development.
- How would you carry out the scope of work as described above? Please be as specific as possible.
- How will you measure success in achieving the project's goals?
- Why do you want to work with WCPA?
- Include work samples.



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Submission Instructions

Please submit proposals in writing via email to kathyestrauss@gmail.com

Please contact Kathy with any questions related to the proposal