Request for Proposal (RFP)

Messaging Framework & Strategy

January 13, 2020
About Us

The Texas Campaign to Prevent Teen Pregnancy, a statewide nonpartisan organization, aims to reduce teen pregnancy through research, advocacy, collaboration and training. Our vision is that every Texas teen has access to the information and resources needed to prevent unintended pregnancy.

Since 2009, the Texas Campaign has worked to build constructive dialogue among partners statewide around teen pregnancy, adolescent sexual health, and effective prevention strategies. We excel at developing innovative, collaborative and sustainable solutions by ensuring communities understand the connection between teen pregnancies and maternal and childhood health and wellbeing, educational achievement, the poverty cycle, and the broader Texas economy.

The Texas Campaign addresses the systemic reasons that teens lack access to resources and provides support to local direct service providers. Our work focuses on nonpartisan advocacy strategies and building the capacity of adult stakeholders, including healthcare providers, educators, community-based organizations and philanthropists, to empower young Texans in making informed decisions about their health and futures.

Our four strategic priorities are:
- Research and Data: We analyze and disseminate data on teen pregnancy, teen birth, and other adolescent health indicators, including prevention strategies proven effective globally, nationally and here in the Lone Star State.
- Advocacy and Public Policy: We advocate for public policies that increase young Texans’ access to knowledge and healthcare to prevent unintended pregnancy.
- Collaboration: We partner with others across the state on programs designed to leverage local and regional resources with statewide systems change.
- Training and Events: We ensure our partners have the opportunity to learn from one another and access the resources they need to advance the work in their home communities.

Project Description

The Texas Campaign is seeking a knowledgeable and innovative contractor to create a messaging framework that is both empowering to Texas adolescents, including teen parents, and resonates with policymakers and funders. Deliverables include a comprehensive messaging strategy for how we communicate about the Texas Campaign, our objectives, and the work we are doing. Of particular interest is how we frame our communications as it relates to marginalized groups including youth with a history of trauma, as well as minority, foster, and rural youth.

Over the past few years, several other statewide and national organizations doing work similar to ours have rebranded and moved away from prevention messaging. These organizations rebranded for two reasons: 1) because messaging around teen pregnancy prevention has been shown to be shaming to young parents, and 2) many have broadened their focus area to include overall adolescent health and/or reproductive health for all. At this time, the Texas Campaign is not considering expanding our mission.
Deliverables and Primary Activities
Consultant will work closely with Texas Campaign staff, select board members, and others from pre-identified partner organizations between March and July 2020 to:

- Conduct a thorough assessment including a review of current messaging, data from like-minded organizations, etc. to determine if our core messaging should change and if so, how. Provide a presentation to staff and board members on these efforts.
- Develop a roadmap for how we reframe our current messaging to be more empowering to young people. This roadmap will serve as a blueprint for all communications moving forward.
- Create content for specific audiences including core messaging/talking points covering our four strategic priorities, topical fact sheets, social media language for all platforms and other TBD content.
- Create an effective marketing, fundraising, communication, and awareness building approach including recommended platforms and outreach strategies.

Request for Proposal and Project Timeline
Proposals will be accepted until 5pm CST on Friday, February 14, 2020. Evaluation of proposals and interviews will be conducted from February 17 through February 28. Our goal is to select a contractor by March 13, 2020.

Bidders should provide the following items as part of their proposal:

- Brief explanation of why this project is of interest and what qualifies the bidder to do the work.
- Description of experience in designing and executing effective messaging strategies.
- Proposed project plan, approach, and timeline.
- Proposed costs to complete the tasks and outcomes described.
- Examples of similar projects completed successfully.
- Testimonials from past clients, and/or references.

Bidder Qualifications
Highly qualified bidders will possess:

- A track record of success in the nonprofit sector and, ideally, with organizations working in the reproductive healthcare space.
- An understanding of the political dynamics and sensitivities of the issues at hand; Knowledge of the changing political climate in Texas, and nationally, around issues related to reproductive healthcare and adolescent health outcomes.
- Proven expertise in working with statewide organizations with a large, diverse stakeholder group including key partners, coalitions, policymakers, healthcare providers, donors, and others.
- Proven effectiveness in creating messaging that reaches a diverse range of audiences.
**Proposal Evaluation Criteria**
The Texas Campaign will evaluate proposals based on the following criteria:

- Overall suitability: Proposed solution(s) must meet the project scope and needs included in the RFP and be presented in a clear and organized manner.
- Experience: Bidders will be evaluated on their experience as it relates to the scope of this project.
- Previous work: Bidders will be evaluated on examples of their work as well as references.
- Value and cost: Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project.

**Budget**

The Texas Campaign has set a budget of $5,000 - $10,000 for this project.

**Submission Information**

A contractor will be selected based on a combination of qualifications and price.

Deadline to submit questions is Friday, Feb. 7, 5 pm CST. Deadline to submit proposals is 5pm CST, Friday, February 14, 2020. Questions and answers will be available to all bidders upon request.

Questions and complete proposals should be addressed to Melanie Chasteen at melanie@txcampaign.org.

*At the Texas Campaign, we know that diversity makes us stronger and challenges us to think differently every day. We are an equal opportunity employer and seek individuals of all backgrounds, gender identities and sexual orientations to apply for this opportunity.*