

# A MORE The Jewish PERFECT Partnership UNION for Democracy

## Public Affairs Firm or Consultant Request for Proposals

A More Perfect Union: The Jewish Partnership for Democracy is seeking a strategic partner to support our democracy and elections work in 2024. Interested parties are invited to submit a proposal via email by February 20, 2024. Instructions can be found on page 3.

### CLIENT BACKGROUND

[A More Perfect Union: The Jewish Partnership for Democracy](#) works to mobilize the American Jewish community to protect and strengthen American democracy. We pursue this work using three strategies:

1. We recruit and support Jewish institutions – our partners – to make and achieve meaningful, action-based commitments to American democracy.
2. We build a trust-based, transpartisan network among our partners and mobilize them to take collective action to support democracy.
3. We articulate and elevate a compelling narrative about the Jewish commitment to protect and strengthen American democracy on both the Jewish communal and pro-democracy communities' agendas.

A More Perfect Union is committed to doing its work in a spirit of transpartisanship, working with pro-democracy leaders and institutions across the political and ideological spectrum in pursuit of our priorities. A More Perfect Union is fiscally sponsored by Tides Center.

### OUR CHALLENGE

Of our three strategic priorities,<sup>1</sup> ensuring free, fair, safe, and accessible elections will take center stage in 2024. A More Perfect Union has planned an ambitious community mobilization campaign to complement ongoing work to tell positive, pro-democracy stories and support its network of partners and commitments. However, the team is small (six at full strength), and this year will bring three successive parental leaves, including our VP for Strategy and Communications, who leads our communications, PR, digital, and democracy subject matter work.

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<sup>1</sup> (1) Ensuring free, fair, safe, and accessible elections; (2) expanding opportunities for civic learning; and (3) promoting ideological pluralism

**Given this, A More Perfect Union seeks a strategic partner to ensure the team is well-resourced to execute current organizational and campaign strategies while also preserving “flex capacity” to respond to emerging opportunities and concerns.** The highest-priority period is July-November 2024. We are open to a variety of arrangements, including (but not limited to) a 6-9 month retainer, a smaller Q2 engagement that expands in scope beginning in July, ongoing comprehensive-but-*ad-hoc* support, or otherwise.

## WHAT SUCCESS LOOKS LIKE

A successful engagement looks like symbiotic teamwork with an enthusiastic and collaborative team deeply invested in protecting and strengthening American democracy through the strategic engagement of Jewish and other faith communities. The strategic partner will utilize Asana, our project management tool, to ensure role clarity between teams. The strategic partner will fully understand the mission, vision, and approach of A More Perfect Union and we, in turn, will be a highly engaged, responsive, and decisive client. A More Perfect Union is eager for a thought and action partner to support us in pursuit of our goals, and we value and respect our collaborators. A successful engagement will, at minimum, avoid any disruption or dip in quality or service and, at best, increase the quality and strategic nature of A More Perfect Union programming and public affairs.

## SCOPE OF WORK

This RFP covers two distinct periods in 2024, each of which may lend itself to a different scope of work:

- While the VP for Strategy and Communications is working (March-July), offer support in:
  - Logistical and strategic coordination of grassroots and B2B campaign activations (pledges, action days, etc.)
  - PR, media outreach, and coordination of press briefings
  - Production or management of the creation of high-quality digital and print design deliverables
  - Speech writing or editing
  - Content creation, especially written content and social media toolkits
  - Advise on emerging opportunities in the press, Jewish community, and pro-democracy movement
- While the VP for Strategy and Communications is on parental leave (July-November), offer support inclusive of the abovementioned list as well as:
  - Supporting the successful execution of the 2024 Election Campaign (with the support and supervision of an internal point of contact)

- Presence of senior team member at all-team (virtual) meetings and/or selected strategic conversations
- Strategic, balanced discernment and counsel in response to breaking news and partnership opportunities
- Development and execution of rapid response communications and/or plans

**BUDGET**

Our total budget for this strategic partner is \$70,000-90,000 for up-to-nine months of support. We are open to various arrangements that might include more concentrated work (and thus higher cost) in certain months of the year. Preference will be given to those whose proposals cover all nine months as robustly as feasible.

**PLEASE ADDRESS THE FOLLOWING QUESTIONS IN YOUR PROPOSAL**

- How would you approach this engagement, including staffing and other design considerations?
- What experience and core competencies make you a good fit for this opportunity?
- What experiences do you have working in and with the pro-democracy movement?
- What experience do you have working in and with the American Jewish community?
- What experience and expertise do you bring to support our commitment to transpartisanship?
- Please include a proposed high-level budget for the engagement.

**TIMELINES AND SUBMISSION**

We are moving as swiftly as possible to establish a relationship with the selected partner. Questions or clarifications on the RFP may be sent to [support@jewishdemocracy.org](mailto:support@jewishdemocracy.org). Please expect a response within three business days.

<b>Activity</b>	<b>Date</b>
RFP Released	February 1, 2024
First Round: Proposals Due	February 20, 2024
Second Round: Selected Proposal Presentation/Discussions	February 26-29, 2024
Decision Announced	March 1, 2024
Preferred Start Date	March-April 2024

Proposals will be considered on a rolling basis until February 20. Please send a PDF of your proposal in either text or deck form to Sofi Hersher Andorsky, VP for Strategy and Communications, at [shandorsky@jewishdemocracy.org](mailto:shandorsky@jewishdemocracy.org).