



# REQUEST FOR PROPOSAL

## Compassion & Choices

### Building an Inclusive Donor Base Campaign

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#### Our Mission

Compassion & Choices is the nation's oldest, largest and most active nonprofit working to improve care, expand options and empower everyone to chart their end-of-life journey. Since 1980, we have united over 450,000 supporters nationwide to become the preeminent leader of the end-of-life options movement. We work across the nation in communities, state legislatures, Congress, courts and medical settings to:

- Educate the public about the importance of documenting end-of-life values and priorities and about the full range of available options.
- Empower every individual with achievable options, authoritative information and constructive advice for guiding their care and engaging with their providers.
- Advocate for expanded choices, secure and ready access to them and improved medical practice that puts patients first and values quality of life in treatment plans for terminal illness.
- Defend existing end-of-life options from efforts to restrict access.

#### What We Seek

In 2017, Compassion & Choices established and executed a strategic plan that is focused on continuing to grow a diverse, equitable and inclusive movement in the areas of race, religion, party affiliation, sexual orientation, gender identity and age. To actualize this commitment to engaging communities historically targeted for oppression, we are working to create a more inclusive base of donors to include representation from communities of color as well as the LGBTQ+ community, build visibility and expand reach to new audiences.

To build the visibility we seek and reach new audiences, Compassion & Choices is pursuing a partner whose principles, values and actions are aligned with our own efforts in support of diversity, equity and inclusion. Specifically, we are seeking an integrated fundraising and marketing firm with expertise in digital fundraising, social media, and/or direct mail annual fundraising campaigns. The selected firm will work with us on the following:

- Work across teams and departments to determine the feasibility of a three-year, coordinated, multi-channel (digital, social media, and/or direct mail) annual fundraising campaign to acquire people of color and LGBTQ+ donors.
- Develop an implementation plan and see what Compassion & Choices will have at the end of it before committing to it for three years for the annual fundraising campaign.
- Implement a three-year acquisitions and cultivation campaign that will build a more inclusive donor pool, increase our fundraising goals, and build visibility and increase reach for our organization with new audiences.

Importantly, the firm we seek must be led by and/or primarily focused on communicating with people of color. We are looking for a dedicated team that has deep expertise in authentically engaging communities of color, the LGBTQ+ community, and other communities historically targeted for oppression. We are seeking a savvy and highly collaborative strategic partner with experience planning, building and growing an inclusive donor base for non-profit organizations. In addition, we are looking for a firm that can effectively and efficiently collaborate between multiple departments, teams and other vendors.

We know it takes exceptional talent to communicate complicated and sometimes sensitive information regarding end-of-life decisions and planning. We are looking for an integrated fundraising firm interested in designing acquisitions and cultivation campaigns as well as crafting and honing honest and authentic messages. Our goal is to create a program that can grow over the coming years, be integrated into our existing messaging, and honor our commitment to improving diversity, equity, and inclusion in our work, in our messaging and for the people we serve.

## Our Organizational Strengths

- A large network of influential, statewide supporters, including state and local elected officials, clinicians, and attorneys.
- Excellent end-of-life advance care planning resources and programs.
- We are funded entirely with private donations and not reliant on any government agency or single donor for support.
- A reputation for integrity and success in advocating for a legal/healthcare system that respects patients' autonomy, and end-of-life care and choice along with protecting and stewarding medical aid-in-dying laws in 10 jurisdictions across the country.

## Our Current Digital Footprint and Opportunities

- Compassion & Choices' online giving campaign (through the site and sign-up forms to receive emails) has approximately 3,300 unique users visiting the site in 30 days.
- Compassion & Choices' national email fundraising campaign's file of subscribed supporters has approximately 250,000 supporters.
- Compassion & Choices' current ad strategy is also focused on Facebook ad campaigns that drive our national Facebook page as well as state-specific ads that are run based on local initiatives.
- Compassion & Choices is currently most active on Facebook and Twitter.
- Opportunities for growth with Google Ads and search ads.
- Needed partnership on Instagram rebranding and relaunch.
- Thought leadership opportunities along with LinkedIn rebrand and relaunch.
- Needing more dynamic experiences that help create more persona-based user journeys.

# Guidelines for Proposal Development

## Understanding Your Creative Approach

We are looking for experts with a proven track record of successful activities in the past that can achieve creativity and imagination. We are interested in how you think and would approach addressing our goals. What are the most important research questions for you to explore? What are your concerns?

We're interested in a campaign that will reach the most diverse audiences to give and support our organization. What kinds of strategies can you imagine creating as part of the campaign that might have measurable results? We are interested in seeing examples of prior success stories that are measurable and replicable.

## Information to be Included in the Proposal

- Understanding of services to be provided.
- Background of the firm, including years in business, number of employees, and areas of expertise.
- Your firm's experience with and commitment (both in your work and within your own organization) to advancing diversity, equity and inclusion and serving communities historically targeted by oppression as well as younger audiences.
- Your firm's qualifications, not-for-profit experience, and any other information that distinguishes your firm from other firms with respect to this project.
- Your firm's experience working with, acquiring, and/or cultivating diverse communities/audiences. Specifically, we are interested in your experience working with organizations that are dependent upon donors of color.
- The engagement team who will be performing the work, including their qualifications and experience.
- An outline of your process for developing multi-channel (digital, social media, and/or direct mail) fundraising campaigns, including expectations of Compassion & Choices staff.
- Projected schedule for this engagement, with an estimated project completion date.
- Fees for services to be provided in a fixed ("not-to-exceed") format.
- A list of three of your other not-for-profit clients that are most similar to Compassion & Choices, including the name and telephone number of a contact person.

## Process and Timeline

By December 16, 2022 questions regarding this RFP should be submitted to A-Team Consulting at [info@ateamdc.com](mailto:info@ateamdc.com).

By December 30, 2022 please submit your proposal to Compassion & Choices by 6:00 p.m. EDT. Submit your proposal to A-Team Consulting via email to [info@ateamdc.com](mailto:info@ateamdc.com) with the subject line "C&C RFP". Receipt of submissions will be acknowledged.

By January 31, 2023 Compassion & Choices will conduct an evaluation of all proposals and select a firm to complete the engagement.