



## States United Democracy Center/States United Action

Request for Proposal: Communications and Digital Consultancy

Submissions Due: May 31

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### About States United

[States United](#) is a nonpartisan organization dedicated to free, fair, and secure elections – defending them today and improving our democracy for the future. We support state and local officials by providing the resources and expertise they need to run and defend our elections, keep elections safe, and make sure the will of the people is respected. States United was founded in the aftermath of the 2020 election. We operate as both the [States United Democracy Center](#), a 501(c)(3) organization, and [States United Action](#), the affiliated 501(c)(4) nonprofit organization.

*States United focuses on [four main priorities](#):*

1. Helping state and local leaders protect elections
2. Working with state and local officials to prevent political violence
3. Holding accountable people and organizations who threaten our democracy
4. Advancing truth in elections and countering disinformation

*Some of our recent work includes:*

- [A Democracy Crisis in the Making](#): Tracking the trend of partisan state legislatures trying to politicize, criminalize, and interfere with nonpartisan election administration.
- [Replacing the Refs](#): Tracking Election Deniers running to oversee elections.
- [Election Powers](#): A pre-midterms campaign to inform voters about the powers their governor, state attorney general, and/or secretary of state have over elections. The campaign included [videos](#) and [social media](#) ads.

### About The Opportunity

The States United Democracy Center/States United Action is seeking ongoing communications and digital support to amplify our pro-democracy efforts. Our communications team has grown significantly in the past year, and we seek a partner who can provide additional capacity and thought partnership as we work to amplify the importance of the states in the fight to protect our democracy. Ahead of 2024, we are focused on strengthening our communications and digital infrastructure, strategically building our profile, improving our communications offerings to grassroots audiences, and exploring new digital strategies and tactics.

*Core Responsibilities*

- [Profile Building](#): Work with the States United team to develop and deploy a national profile building plan for (a) our organization and (b) our key leaders. This may include press placement, writing/speaking opportunities, a robust social media strategy, and more.
- [Digital](#): Support States United's digital team in designing, executing, and evaluating digital campaigns to support priority projects.
- [Content Development](#): Help draft and develop communications and digital content for States United, including op-eds and blogs, messaging documents, media materials, toolkits, explainers on key issues, and more.
- [Strategic Counsel](#): Provide ongoing communications counsel for key moments and projects, including support developing rapid response messaging and one-off/brief communications plans and memos for individual project launches.

- Media Outreach & Strategy: Support strategy and execution for media outreach based on breaking news, trends, and under-reported topics central to States United’s mission. This may include helping release projects/pitch stories to national and state media outlets, drafting media materials, and managing logistics for press events.

*The consultant or team for States United will be able to demonstrate:*

- Solid knowledge of the elections, democracy, and state legislative landscapes – paired with understanding of how to persuade and engage audiences on both sides of the aisle. We are looking for a diverse team that can bring new perspectives to this work.
- Flexible skillset that can deliver both high-level strategic direction and ongoing support with execution.
- Expertise in aligning press, key stakeholder, and digital outreach for maximum impact, and developing integrated communications strategies.
- Strength in message development, and creative thinking in packaging storytelling and narrative shaping opportunities for maximum impact across platforms.
- Demonstrated success in securing high-level, high-impact media placements via strong press relationships that drive continued conversation and engage thought leaders.
- Comfort and experience with the challenges and fast pace of a start-up environment and openness to some weekend and evening work, as the news cycle dictates.

We are a hybrid organization working across time zones; our partner(s) can be located anywhere in the U.S. We are looking for a team with a “can do” attitude, quick communication reflexes, interest in innovating, comfort and experience with nonpartisan work, and a commitment to learning the ins & outs of our organization.

### **How to Submit**

Please provide responses that meet the following guidelines, limiting memos to ~5 pages and decks to ~10 slides (excluding case studies and a team overview).

*Responses should include:*

- Fit: What makes you the best fit for the States United Democracy Center/States United Action? Please include an overview of your strengths tied to the core responsibilities listed above.
- Experience: Describe your team’s experience with planning, coordinating, and executing integrated communication support for a client’s prominent campaign or major organizational moment AND/OR your team’s experience and approach to strategic profile building to further the mission of an organizational client.
- Approach: Explain your approach to project management and how you would consider staffing for this project. Include the point person or team members to be assigned, their backgrounds and expertise, and their hours available for this project. This may include vendors or subcontractors.
- Budget: A monthly budget estimate, with specifics on what it covers.
- Case Studies: Please include 1-2 case studies relevant to the work.

Our vision is to find a partner to work with us through the 2024 election and its aftermath. The initial engagement will run through the end of 2023, with a goal of extending through 2024 based on the strength and success of the relationship. We envision a monthly retainer model and ask bidders to include an estimate of costs in their proposal. Estimated start date is **June/July 2023**.

**Please submit your full proposals in PDF by May 31, 2023 to Kerrin Garripoli,  
Kerrin@statesuniteddemocracy.org.**