



CAMPUS ELECTION ENGAGEMENT PROJECT

Campus Elect Request for Proposal (RFP) Branding, Website Design & Public Relations

About the Organization

Founded in 2008, Campus Election Engagement Project (Campus Elect) is a national nonpartisan 501 c 3 organization whose mission is to increase youth civic power and youth voting, giving emphasis to Black, Indigenous and Youth of Color. At this pivotal time, the landscape for young people understanding, and participating in, our democracy is changing so rapidly that they may never inherit the future we promised. Rigorous novel data collection and analysis are now driving our youth centric voting interventions, and determining what we are scaling. This data driven approach will have a greater impact on increasing young people's voting and civic power.

“These times call for rigorous and data driven work, to effectively mobilize young people both on- and off-campus in strategic districts. We must bridge the town and gown divide, continue to work with two- and four-year college faculty and administrations, partner with community groups, and support young people’s participation in social justice movements.” - Maxim Thorne, Esq., Campus Elect CEO

Re-imagining why, how and where we engage youth voters

We are committed to ensuring young voices and votes matter in our democracy. We have reimagined how and where to engage young voters. The data compels us to center racial equity and the enfranchisement of Black, Indigenous and Youth of Color (BIYoC), and to increase our work in key states and at People of Color Serving Institutions (PoCSIs), including Tribal Campuses, Historically Black Colleges and Universities (HBCUs), Hispanic Serving Institutions (HSIs) and more. We adopted our **Organizing, Advocacy and Learning** model to equip young people to dismantle barriers to voting.

How we power young voices and votes

With surgical precision, lawmakers are depriving young people of their right to vote. They have introduced over 400 voting bills in 49 states during 2021 alone, 28 of which have already been signed into law. They are targeting BIYoC populations especially. They are gerrymandering predominantly Black colleges, banning polling sites and prohibiting voter registration on campuses, and rejecting student IDs as voter IDs. The intent is to remove youth and BIYoC voters because of their success in impacting important elections in 2020 and in January 2021. New data-driven interventions are being deployed to help young people confront the horrifying movement of voter suppression bills across the US, which coincides with a fourth wave of COVID. We have designed three major series of interventions to dismantle new and existing barriers: **Youth Civic Power, Campus Civic Power, and Institution Civic Power**. We are training and deploying 600 Fellows - called “**Civic Influencers**” - both on- and off- campus to influence their peers and communities, through on-the-ground and digital organizing, that will lead to increased youth voter turnout and civic power.

RFP Overview

Campus Elect is soliciting proposals from firms and independent contractors to support our rebrand and relaunch. In particular, we are looking for professionals with extensive experience in Brand Development, Website Design and Public Relations.

Included in this Request for Proposal (RFP) is a summary of the support needed as it relates to each segment mentioned above. *We encourage firms and contractors to apply to support us across all three areas of need, or apply to support us in just one specific area.*

All RFPs should be submitted to hr@campuselect.org no later than September 15, 2021. Included with RFP submission should be a portfolio of previous work as it relates to each individual segment.

Brand Development

- Host planning sessions with the Leadership Team and Board of Directors to determine desired outcomes and timeline for overall project, indicating milestone dates.
- Research similar organizations in the civic engagement field to propose and generate a brand that is fresh and unique.
- Create a cohesive brand identity that includes the creation of:
 - Logo(s)
 - Font(s) and Color Scheme(s)
 - Letterhead
 - Header & Footer
 - Social Media Template
 - Business Cards
 - Specialty Forms & Templates
- Compile a branding toolkit that will be used by staff and stakeholders that properly guides individuals on how to:
 - Speak about Campus Elect -- specific verbiage to be included in a glossary
 - Properly align and size logos
 - Utilize proper color palettes across all marketing materials
 - Can be updated by Campus Elect staff as the brand grows

Website Design

- Including all aspects from Campus Elect's rebrand, build a comprehensive website that is impactful and provides a user-friendly experience for all stakeholders interacting with the site.
- Create a landing page that is dynamic, concise and attention grabbing.
- Streamline the donate page, allowing for quick and easy donations and critical information gathering from returning and prospective donors.
- Partner with staff to preserve existing integral content and generate new content that flows seamlessly from page to page.
- Integrate Campus Elect's social media into the main page -- including TikTok, Instagram and Facebook.
- Optimize SEO results using key language driven by Campus Elect and supporting research.

- Ensure there is a library function that is easy to manage and search, ensuring Campus Elect staff can archive materials as needed.

Public Relations

- Create an annual PR and media plan that has activities and desired outcomes broken down by month, indicating clear action steps, targets and deadlines.
- Once rebrand process is finished, organize the relaunch of our new name, logo, mission and vision, and work, including:
 - Timeline for relaunch campaign with key dates
 - Press release(s) generation
 - Pitch material(s) generation
 - A targeted list of media outreach and secured interviews
- On a monthly basis, draft press releases informing the media of upcoming events and milestones of our work. Media reach should include:
 - Local outlets in priority states and other local districts across the country
 - National outlets
 - Diverse media outlets
 - Higher education outlets
- Prepare and support CEO, and key representatives of Campus Elect's Team with all resources needed for a successful interview/feature, including:
 - Background on media outlet and interviewer
 - Talking point generation
 - Technical support before, during and after interview
- Manage all aspects of Campus Elect's Rapid Response Communications (RRC) by creating timely response statements to the ever-changing voter suppression laws and regulations and political landscape, both positive and negative, including:
 - Monitoring local and national news for RRC opportunities
 - Generate quotes on behalf of the CEO and staff
 - Secure appropriate media placement opportunities in print, broadcast and social
 - When possible, prepare statements in advance of high-profile news
- Work with the CEO and Chief of Media, Marketing & Communications to design and draft thought leadership pieces to be included in national publications and multimedia platforms.
- Co-manage media relationships with the Chief of Media or designee, Marketing & Communications, with an emphasis on high-priority outlets including The New York Times, The Hill, The Washington Post, major networks, cable channels and social media and other platforms etc.