



## **REQUEST FOR PROPOSAL**

### **Cultural Advocacy Coalition Director**

#### **1.0 GENERAL INFORMATION**

The Cultural Advocacy Coalition (the "CAC") seeks an individual or organization (hereafter referred to as "Contractor") to act as a Director for the CAC.

The Contract Period is expected to commence in September 2011 and terminates on December 31, 2012. The CAC has currently budgeted approximately \$32,000 for the estimated Contract Period (\$2,000 per month, for the services described in Paragraph 3.0 below). The CAC reserves the right to amend the Contract for additional time or money, contingent upon need and the availability of approved funding.

The CAC and the selected Contractor will negotiate the duties outlined in the Scope of Work, for inclusion in the final Contract.

#### **2.0 BACKGROUND**

The CAC is a 501(c)4 non-partisan advocacy group specifically formed to build grassroots support for arts and culture in the State and lobby on the state level to ensure that all Oregonians have the opportunity and access to benefit from arts and cultural programs in their communities.

The CAC is comprised as a coalition of business, community and cultural leaders representing all regions of the state. The CAC is funded through private donations from individuals, business, and nonprofit organizations and is not a recipient of public funds.

The primary mission of the CAC is to increase ongoing public investment in Oregon's arts, heritage and humanities. Volunteers serve on the Board of Directors and include representatives from a broad number of interests to best represent the diverse mix of Oregon's cultural community.

The CAC was formed in 1999 to lobby for the passage of enabling legislation that created the Oregon Cultural Trust. From the beginning, the CAC has contracted with a Lobbyist to represent its interests and advance its public policy objectives. From 1999-2010 the CAC Lobbyist was also responsible for managing the business affairs of the including administrative duties, fundraising, constituent outreach and advocacy. In 2010 the CAC board hired an Executive Director (FTE .5) to manage those activities and allow the Lobbyist to focus solely on lobbying duties.

#### **3.0 SCOPE OF WORK**

The selected Contractor will be responsible for managing the CAC including constituent outreach and advocacy, fundraising, financial management and administrative duties.

The Contractor will be responsible for these duties:

### **3.1 Constituent Outreach & Advocacy**

- Maintain regular communications with constituents via:
  - Monthly or Bi-Monthly emails,
  - Meetings within the community,
  - Solicit opportunities to present at nonprofit board meetings and public events.
- Plan regional advocacy trip(s) for constituents to the capitol during legislative session.
- Maintain website and social media with current information and regular updates.
- Create advocacy agenda in consort with CAC Board, Partners, and Lobbyist.
- Communicate advocacy agenda and action alerts with constituents.
- Plan annual event hosted by the CAC for cultural leaders and elected officials to discuss 2012 priorities.
- Develop and execute interim advocacy strategy working with CAC Board, Partners, and Lobbyist.

### **3.2 Fundraising**

Working with Board, raise resources to balance CAC annual budget of roughly \$80,000.

- Solicit donations from organizations, individuals, and businesses through in-person meetings, events, phone, email, or mail.
- Generate and send appeal letters and thank you letters.
- Work with the board to develop new donor prospects.
- Develop and execute online fundraising strategy.

### **3.3 Financial management and reporting**

Budget oversight and financial reporting

- Working with Treasurer of the Board, track results and against 2011 budget and prepare financial reports for the board reports on a regular basis.
- In collaboration with the Treasurer of the Board draft 2012 budget for approval by 12/31/11.
- Complete 990 and other tax forms as required by the State of Oregon and Federal Government.

Financial management and bookkeeping

- Check PO Box regularly and keep PO Box payment current.
- Deposit all checks, file bank statements.
- Enter donor information into Quickbooks.
- Reconcile bank statements with Quickbooks on a monthly basis.
- Pay all bills.

### **3.4 Other Administration**

- Complete quarterly Ethics Reports.
- Communicate regularly with Board Chair. Provide status reports to Board on regular basis.
- Schedule, prepare and participate in quarterly Board Meetings and Bi-Monthly Legislative conference calls.

### **4.0 PROPOSER SUBMITTALS**

Proposals must include:

1. Resume of Proposer(s) including all key personnel to be involved in the project;
2. Completion of Attachment A;
2. Names and contact information for 3 recent professional references.

### **5.0 PROPOSAL DUE DATES AND TIME**

Proposals must be received by July 30, 2011, on or before 4 pm, Pacific Time.

Email proposals to: [Liz.Fuller@gmail.com](mailto:Liz.Fuller@gmail.com)

For clarification questions only:

Liz Fuller

503-552-5067

[Liz.Fuller@gmail.com](mailto:Liz.Fuller@gmail.com)

## ATTACHEMENT A

On a Separate sheet, please answer each question in 400 words or less:

1. Describe your experience(s) working with a grassroots coalition.
2. Why is cultural advocacy important?
3. How would you and or your team go about increasing the membership base for the CAC?
4. What experience do you or your firm have with fundraising and event planning?
5. Tell us about a memorable cultural experience.