

Request for Proposals: Civic Engagement Project Consultant



Introduction

The Diverse Elders Coalition is looking for a Consultant with experience in policy advocacy on issues concerning elders of color and LGBT elders, Congressional affairs, public education and social media, and civic engagement for a unique project to promote and amplify the advocacy voice of diverse elders.

The Diverse Elders Coalition brings together five leading national advocacy organizations serving elders of color and LGBT elders. We advocate for policies and programs that improve aging in our communities as racially and ethnically diverse people, American Indians and Alaska Natives, and LGBT people. Our member organizations- National Asian Pacific Center on Aging (NAPCA), National Hispanic Council on Aging (NHCOA), National Indian Council on Aging (NICOA), Services & Advocacy for GLBT Elders (SAGE), and Southeast Asia Resource Action Center (SEARAC)—are influential players in the federal advocacy arena and experts in the distinctive needs of the racial, ethnic, and cultural communities they represent.

With staff in Honolulu, HI, Los Angeles, CA, Chicago, IL, Washington, DC and Seattle, WA, and member organizations headquartered in New York City, Washington, DC, Albuquerque, NM, and Seattle, WA, our team is nationwide in its scope and its geography.

Project Description

On the heels of the 2015 White House Conference on Aging and a successful campaign to uplift the voices of diverse elders in the national dialogue on aging issues, the Diverse Elders Coalition is looking to take that work to the next level in conjunction with the 2016 general election. The context for the election are the twin demographic realities of both the “Graying of America” (as Baby Boomers move more fully into their golden years) and the “Browning of America” as the nation becomes more racially and ethnically diverse). Because of these emerging and co-occurring realities, the voices of diverse elders are poised to become increasingly influential in the electoral and policy advocacy spheres. The Diverse Elders Coalition is interested in leveraging this demographic shift and reframing its work to focus on civic engagement in order to position these voices of the constituencies that they serve to maximize the political capital that the demographic shift presents.

A Consultant will help develop and implement a public education campaign around civic engagement for diverse elders that will culminate in a national Diverse Elders Advocacy Day in Washington, DC. The campaign will involve partnerships with DEC member organizations who will be integrating currently existing programming and develop new programming as needed in support of this civic engagement work, it will leverage currently existing and planned documents, publications, and resources on the needs, strengths, and perspectives of diverse elders, including a planned Diverse Elders Policy Platform to be drafted by DEC staff. The proposed multi-media, multi-cultural campaign the Consultant is expected to develop and execute will include a social media component to employ story-based advocacy

to amplify issues, mobilization and public education efforts in local communities with local constituencies of DEC member organizations, and a National Diverse Elders Day of Action on Capitol Hill to bring a collection of diverse elders (number to be determined) from our respective communities to increase the visibility of diverse elder issues and to center the perspective of diverse elders in the national political conversations around aging in the United States.

Services Required/ Scope of Work

- Social Media strategy development to amplify campaign outreach and gain traction among policymakers, aging advocates, and constituencies served by coalition members (communities of color and LGBT communities);
- Mobilization and Public education activities in communities with organizations and constituencies that have strong partnerships with DEC member groups; and
- Plan and execute a National Diverse Elders Day of Action, including training and legislative visits for collection of diverse elders in Washington, DC.

Skills/ Knowledge/ Abilities

- Experience in policy, legislation, and/or advocacy in two or more of the following issue areas: Aging policy; Racial Equity; LGBT Equality; Native American Sovereignty and Government-to-Government Relations;
- Social Media Strategies and Public Education/ Community Mobilization Campaign Development;
- Experience with Capitol Hill- Members of Congress and staff; policymakers; legislative advocates.

Timeline

We are looking to bring someone on by the end of November to come on board and execute a workplan with the following approximate timeline:

2015

November	Identify Consultant
December	Development of Campaign Workplan Initial Research and Planning Phase

2016

February	Work with Staff to finalize Diverse Elders Policy Platform
March	Launch Campaign at national Aging in America Conference in Washington, DC
March- September	Promote Diverse Elders Engaged Campaign
Fall (Date TBD)	National Diverse Elders Day of Action in Washington, DC

Proposals will be accepted through **Friday November 13, 2015**. Send materials to Ben de Guzman, DEC National Managing Coordinator via e-mail to bdeguzman@diverseelders.org. Inquiries should be submitted by COB **Friday, November 6, 2015**. Our response to inquiries will be posted on our website, www.diverseelders.org, by 5:00pm EST Monday, November 9, 2015.