

GAINPOWER

Request for Proposal GAIN POWER Strategic Communications

GAIN POWER seeks an experienced strategic communications and or digital firm to handle all communications planning and execution for a startup company, and for the first annual GAIN POWER Awards event.

About GAIN POWER

GAIN POWER is a new virtual networking, co-working, and marketing platform dedicated to promoting and celebrating individuals, organizations, campaigns, and companies working for Democratic and Progressive change through political actions, elections, and legislative advocacy.

We seek to build a community for creative change-makers, progressive professionals, Democratic candidates, campaigns & consultants, ideologically left advocacy nonprofits, socially conscious businesses, Democracy activists, advocates, artists, influencers, donors and investors, disrupters, resisters & persisters.

We offer a place for networking & marketing, directories, a marketplace of ideas and services, professional development, intelligence, curated content and stories about the people, campaigns, and organizations working to take back our democracy. We are also a public media site to share content about the work we all do.

Brought to you by the team who created Democratic GAIN, GAIN POWER is a rebranded, legally restructured, and reimagined platform focused on the new dynamic political world we live in.

What we offer:

- Career Center: for Campaign & Advocacy Jobs, Gigs, and other professional opportunities.
- Directories of:
 - Companies, consultants, technologies, products and services for Democratic & Progressive Campaigns.
 - Progressive NonProfits, PAC, and other Advocacy Organizations
 - Democratic Campaigns
 - Ballot Measures
- Membership based professional networking community for Democratic and Progressive Professionals.

About the GAIN POWER Awards

These new Awards are GAIN POWER's progressive political communications & leadership awards. We will recognize the best of the best people, organizations, technology, communications, and other resources that power progressive politics, advocacy and our democracy. We will honor the most bold, brave, creative, impactful leaders, campaigns, and advocacy organizations. Awards will go to powerful people, powerful campaigns, powerful technology, powerful communications, powerful organizations that had significant impact . We aim to elevate and shine a spotlight on workers and programs that focus on salvaging our

country through running for office, organization elections, civic engagement, participatory events, and public communications.

Scope of Work

- Design and execute a strategic communications plan for GAIN POWER to inform about, and promote GAIN POWER.
- Development of clear and concise language about GAIN POWER that can be used for many different purposes.
- Sample of communications needs include (but are not limited to): planned communications to attract and gain paid members, member engagement communications - both paid and unpaid.
- Graphic design of communications templates, including weekly newsletter, email, social media.
- Design and execute a strategic communications plan for the GAIN POWER Awards event.
- Communications avenues should include (but are not limited to): email, social media, and website content.
- Content should include a range of communications from explainer and about content to promotional materials, and full design work for postings.
- Serve as head of communications throughout planning and event to ensure consistent messaging.
- Advise on awards communications in connection with GAIN POWER platform communications, helping to weave both together seamlessly.

Requirements

- Cover letter of interest - please include the following:
 - Why you want to work with GAIN POWER on this event
 - Why you are a good fit for GAIN POWER
- Proposal, work plan/timeline, and budget for the entire project.
 - Pricing can be comprehensive or a la cart if you want to do some elements and not others.
- References from 3 clients
- 4-5 Samples of work similar to this project
- Principals responding must have profiles on GAIN POWER and share links in proposal.
- Firms must have a company page on GAIN POWER and link to it on proposal.
- Must be available to start work 3/15/2021, with expected awards event in Mid-June (exact date TBD)
- Proposals are due 2/28.

Note: We recognize that firms have varying capacities and may not be able to do all elements listed in the scope. Please be clear which capabilities you have and do not have. We may consider splitting this with two firms or a firm and a freelancer. We are also open to pre-calls if you have questions and want to talk before submitting a proposal. To schedule a call please use [this link](#).

Please send response to amy@gainpower.org