



Request for Proposals

Marketing & Communications

Organization Background

The mission of the Eradicate Hate Global Summit (Eradicate Hate) is to provide a unique, multidisciplinary forum for sharing ideas and building working relationships to drive the development and deployment of effective approaches to reduce hate-fueled violence.

Each year, the Summit brings together a diverse group of global experts to create and implement actionable solutions. The Summit efforts have established Eradicate Hate as the leading global convenor in the fight to reduce hate-fueled violence and, in turn, create safer and more inclusive communities.

In addition to the annual Summit and its deliverables, Eradicate Hate facilitates several year-round programs, including the Prevention Practitioners Network (interdisciplinary network), Invent2Prevent (an experiential learning program for high school/college students), SCREEN Hate (a national campaign for parents and caregivers), UP End Hate (a comprehensive upstander initiative for youth), and the Summit's Working Groups (experts producing multidisciplinary deliverables).

Statement of Intent

Eradicate Hate is seeking a dynamic and innovative marketing and communications contract team to help advance our organizational brand and harmonize with existing branding of the Global Summit. Our goal is to collaborate with a team that can strategically enhance our messaging, drive engagement, and generate measurable results across multiple channels. We are particularly interested in a partner who can provide a comprehensive approach to brand development, digital marketing, content creation, public relations, and social media management, while aligning with our values and vision. The selected contract team will demonstrate a deep understanding of our organization and



the violence prevention space, offer creative solutions to achieve our goals, and contribute to our long-term growth through a results-oriented approach. Proposals can include multiple contractors with an emphasis on partner collaboration, both existing and new partners.

Project Goals and Scope of Services

A. Strategy Development

- **Brand Development:** As an organization, which includes the Global Summit as its marquee event alongside year-round programming, build a cohesive brand.
- **Market Research & Analysis:** Evaluate brand positioning and identify improvement areas, focusing on expanding the organization's national reach and ultimately global reach.
- **Marketing Plan Development:** Set key performance indicators (KPIs), define marketing channels (digital, print, events), and create a campaign calendar with deadlines. This should include organizational communications protocols. Marketing plans should account for unique sub-audiences and sectors.
 - *This marketing plan should encompass all Eradicate Hate programs, including the annual Global Summit, year-round programming (Prevention Practitioners Network, Invent2Prevent, Screen Hate, UP End Hate, and Working Groups), and other projects as they arise.*

B. Content Creation & Marketing

- **Content Collaboration:** Work with Eradicate Hate's staff and other contractors to create or produce necessary content such as social media, photography, videography, etc. Ensure all content aligns with marketing strategy.
- **Copywriting & Content Development:** Produce and place press releases, articles, and other news content highlighting important organizational updates in national news outlets.
- **Social Media Management:** Develop and schedule content, engage with followers, and monitor platforms.



- **Email Marketing:** Plan and execute email campaigns, segment lists, and optimize for engagement.

C. Public Relations & Media Outreach

- **Media Relations:** Build media lists, pitch press releases, and secure coverage in national outlets.
- **Crisis Communications:** Develop a crisis communications plan.
- **Event Promotion:** Promote virtual and in-person events, handling media relations.

D. Analytics & Reporting

- **Analytics Setup:** Implement tools for tracking performance (Google Analytics, social insights).
 - **SEO:** Conduct keyword research and on-page SEO to improve search engine rankings.
- **Performance Reporting:** Provide regular reports on traffic, engagement, and conversions.
- **ROI Measurement:** Track ROI and offer recommendations for future campaigns.

Budget

Work is planned to begin February 10, 2025, and conclude January 31, 2025. This contract is a firm-fixed price contract, budgets should be formatted based on monthly or quarterly payment structure.

Evaluation Criteria

Applicants will be selected based on the following desired criteria:

- Understanding of scope and objectives
- Exemplar prior work product and results
- Proposed approach and methodology
- Strength of partner collaborations, collaborative proposals are welcomed



- Established contacts and relationships with national print and broadcast media
- Knowledge of preventing hate-fueled violence
- Budget and value for money
- Timeline and project management
- Creativity of deliverables

Equal Opportunity Statement: The Eradicate Hate Global Summit will make a good-faith effort to identify and solicit minority-, women-, and disability-owned vendors. The Eradicate Hate Global Summit shall not discriminate on the basis of race, ethnicity, gender, sexual orientation, or disability in its selection of vendors and contractors.

Proposal Submission

Interested applicants should submit their proposal via email to jobs@eradicatehatesummit.org. Proposals should include:

- **Scope of Work:** a proposed action plan given the “Statement of Intent” and “Project Goals and Scope of Service” listed above.
- **Budget:** this contract is a firm-fixed price contract, budgets should be formatted based on monthly or quarterly payment structure
- **Team Overview:** a list of the team members who will be contracting on this project, along with a short description of their roles.

Anticipated Selection Timeline

The Request for Proposal will be open through January 20, 2025. Eradicate Hate will select by February 1, 2025, and will notify candidates after the selection is complete.

For questions regarding the RFP, please feel free to reach out to Director of Strategy and Operations, Ashleigh Bowers at abowers@eradicatehatesummit.org.