



The National Native American Boarding School Healing Coalition

Post Date: February 27, 2024
Proposal Deadline: March 12, 2024
Selection Completed by: March 18, 2024
Campaign Start Date: March 25, 2024

Request for Proposal

The National Native American Boarding School Healing Coalition requests proposals for a legislative advocacy advertising campaign to support the passage of S.1723 and HR.7227 the Truth and Healing Commission on Indian Boarding School Policies Act.

About Us

NABS is boldly leading the movement for truth, justice and healing for Indigenous peoples impacted by U.S. Indian boarding schools. We are Indigenous led with 100% of the Board of Directors and Officers being Native American and Alaska Native. Visit <http://www.boardingschoolhealing.org> for more information about us, our strategic action plans, community impact, and resources.

Project Goals

1. Significantly increase public visibility in congressional districts about the harmful U.S. Indian boarding school policies and the movement to pass the Truth and Healing Commission on Indian Boarding School Policies Act.
2. Increase support from key conservative congressional representatives for the Truth and Healing Commission on Indian Boarding School Policies Act.
3. Target priority districts to pass the legislation out of the House Committee on Natural Resources before moving to a full floor vote.

Priorities

The states for the campaign include but are not limited to congressional districts in Alabama, Colorado, Florida, Georgia, Idaho, Louisiana, Montana, Oklahoma, Texas, Virginia, Wisconsin, and Wyoming. Additionally, gaining the support of (or preventing opposition from) the House Committee on Natural Resources and Freedom Caucus members is a priority. In total, the campaign seeks to influence 26 congressional representatives whose position on the legislation will impact whether it passes.

Timeframe

This is an urgent time in history, calling for the successful implementation of this campaign March 18 – June 30, 2024.

Success Measures

Ultimately, a successful campaign will be demonstrated by the passage of the Truth and Healing Commission on Indian Boarding School Policies Act. The contractor will propose a set of metrics to demonstrate the campaign's reach and impact.



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Scope of Work

The contractor will work closely with NABS's policy advocacy and communications teams, and will:

- Leverage digital ad buys for high return on investment and focused district-level targeting with a priority to impact the Committee on Natural Resources vote.
- Recommend and assist in developing campaign assets for website and public distribution to achieve campaign goals.
- Develop ad assets for social media amplification.
- Utilize social media platforms to motivate constituent action.
- Strategically launch email blasts, earned media outreach, and social media activations that increase constituent communications with key congressional representatives.
- Demonstrate broad support in coordination with NABS by calling on partners and supporting organizations to amplify the campaign.
- Provide metrics to NABS weekly to demonstrate the campaign's reach and impact.

Proposal Requirements

Proposers should have knowledge of the U.S. Indian boarding school history, legacy, and impacts, as well as an understanding of the resulting intergenerational trauma. All proposals should include:

- A summary of your qualifications and experience with similar types of projects.
- Your approach to complete the work along with a campaign timeline.
- Biographies of key team members.
- Itemized budget and total amount to complete the work.
- 3-5 sample campaign assets showing your work.
- 3 professional references.

Note: Contractors are required to maintain General and Professional liability insurance including Media insurance, and Workers Compensation insurance in compliance with applicable laws.



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Proposal Evaluation

Proposals will be evaluated on the following criteria:

- Completeness and adherence to the proposal requirements
- Administrative and technical competence
- Approach for completing the work
- Affirmative engagement of small and minority owned businesses, women's business enterprises, and labor surplus area firms
- Past experience demonstrating effectiveness in delivering the same or similar services
- Staff qualifications
- Cost

To Submit Your Proposal

By March 8, 2024, email to Tom Kinley tkinley@nabshc.org with Campaign in the subject line.

NABS is an Equal Opportunity Employer committed to a work environment free of all forms of discrimination, harassment, and violence. All employment and contracting decisions are based on merit, competence, performance, and organization needs. NABS prioritizes work to empower and include people from Indigenous communities who have been impacted by U.S. Indian Boarding School policies. We are proud of our collaborative and wellness-focused culture where all people feel safe to bring their whole selves.