



## Request for Proposals: Annie's List 20th Anniversary Media/Comms

Organization: Annie's List  
Contact: Gracie Padilla, Communications Director  
Email: [Gracie@annieslist.com](mailto:Gracie@annieslist.com)

### 1. Summary

Annie's List works to achieve equity for women by changing the face of power in Texas. We recruit, train, support, and elect pro-choice, progressive women who are dedicated to advancing the self-determination, health, safety, and financial security of Texas women and their families.

**We are seeking proposals from press experts to help execute and promote our 20th Anniversary campaign. This project requires deliverables for both the PAC and C4 entities under the Annie's List umbrella.**

### 2. Goals

#### a. Overall 20th Anniversary Goals

- i. Celebrate 20 years of service to Texas;
- ii. Integrate the 20th Anniversary brand in all organizational activities for a 20th Anniversary campaign;
- iii. Amplify the recent expansion of Annie's List's impact and reach – through promotion and a brand refresh of the C4 political advocacy arm (The Annie's List Training & Engagement Fund);
- iv. Excite, reinvigorate, and reinspire supporters visually and programmatically;
- v. Launch the narrative for the next 20 years.

#### b. Press Consultant Goals

- i. Build the organizational press list and help manage media relationships.
- ii. Support the in-house communications team with specific 20th Anniversary media writing, pitching, and placement;
- iii. Identify earned and paid media opportunities for the 20th Anniversary leveraging traditional, new and emerging media platforms including but not limited to digital, print, tv, and radio;
- iv. Advise and manage communications strategy for 20th Anniversary events as they are planned.

# ANNIE'S LIST

@AnniesListTX – [AnniesList.com](https://www.annieslist.com)



ANNIVERSARY

2003 ★ 2023

### 3. Preliminary Timeline:

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|---------------------|--|
| a. Late Summer/Fall | Regional Fundraising Events                |
| b. Late Summer/Fall | Press conf. re: 19th Amendment Anniversary |
| c. Late Summer/Fall | Legislative event (tent. Sept. 1)          |
| d. Fall             | Build for Signature Event/Fundraising Gala |
| e. Winter           | Signature Event/Fundraising Gala           |
| f. Winter           | Support Post-20A Messaging Strategy        |
| g. Spring           | Regional Fundraising Events                |

### 4. Compensation: Please submit fee structure aligned with goals/timeline

### 5. **Submit proposals by email to Gracie Padilla at [gracie@annieslist.com](mailto:gracie@annieslist.com) by July 15, 2023.** Questions regarding this RFP may also be addressed to Gracie.