

The Leadership Conference Education Fund
Census Field Manager (Consultant) - Census Counts
Request for Proposal
Location: Texas (El Paso)

Background:

The Leadership Conference Education Fund is a 501(c)(3) organization that works to build public will for federal policies that promote and protect the civil and human rights of all persons in the United States. It was founded in 1969 as the education and research arm of The Leadership Conference on Civil and Human Rights, the nation's premier civil and human rights coalition of more than 200 national organizations that work together to advance civil and human rights policies and legislation. More information about the organization can be found at <https://civilrights.org/edfund/>.

The Census Counts campaign is a collaborative campaign involving national organizations and dozens of community partners in more than 45 states working together to make sure that the 2020 Census is fair and accurate—so that our communities do not miss out on the political power they deserve and the resources their communities have earned. This campaign is run by The Leadership Conference Education Fund in collaboration with other key partners. More information about the campaign can be found at CensusCounts.org.

Introduction:

The Leadership Conference Education Fund and the Census Counts campaign seek a **Census Field Manager (Consultant)** to work with the organization to support field strategy and engagement for the Census Counts campaign work. The Census Field Manager Consultant will operate in three phases over a 7-month period, with the goal of strengthening census outreach efforts in Texas and providing strategic guidance to a region of states as defined by the Census Counts campaign. The consultant will iterate the plan to adapt to the different phases of the census campaign. The consultant will be responsible for building a plan to support and coordinate the Census Counts campaign in the region (TX, NM, UT, CO, KS, NE, WY, SD, ND, MT, ID), facilitate internal communication amongst campaign groups, Census related field programming, strategy development, and a variety of related capacity building projects.

The consultant will provide the following support:

Regional Coalition Support and Coordination (30%)

- Identify new, and engage with, existing in-state partners to build a cohesive campaign where all voices are valued.
- Create a support plan to engage to census state partners utilizing data for their field Get Out the Count efforts.
- Conduct targeted outreach to coalitions in state and local leaders with the goal of creating long-lasting relationships.
- Provide data management/support assistance to state partners as needed.
- Serve as liaison and support between state and local elected officials (Census Champions) and the region.

Training and Capacity Building (30%)

- Collaborate with state partners in developing campaign field strategies and capacity building.
- Provide census train the trainer support to maximize and build capacity in states in collaboration with the national coalition.

- Support state partners in training and mobilizing local leaders and volunteers to expand visibility and capacity to the census campaign.
- Assist state partners in identifying challenges and gaps regarding field program and find resources and tools to overcome challenges and gaps.
- Plans, manages, and maintains effective technical support for state-based partners in their efforts to get a complete and accurate count for the 2020 Census.

Field Programming (30%)

- Provide organizing and grassroots engagement perspective, develop organizing strategies and action plans, and executes proposed tactics and activities that are designed to build capacity to the state's census work.
- Coordinates with state coalition(s), partner organizations, consultants, and internal teams around work related to agreed-upon tactics, activities, and rapid response needs.

Administration (10%)

- Provides insight and makes recommendations to headquarters staff on state needs and how to better support, engage state partners and fill gaps.
- Acts as an ambassador in the community for The Leadership Conference Education Fund and lives and works in the expressed values.

Hours and Timing:

The Census Field Manager Consultant will operate in three phases over a 8-month period from January 2020 through August 2020.

Three Phases:

- Phase One: Education and Awareness, January 2020 – March 11, 2020 (40 hours/ week)
- Phase Two: 2020 Census Self Response Operation, March 12, 2020 – Early May 2020 (40 hours/ week)
- Phase Three: Nonresponse Follow-Up (NRFU), Mid-May 2020 through August 2020 (40 hours/ week)

Skills and Qualifications:

This contract requires:

- A demonstrated commitment to civil and human rights.
- Experience with at least 2 campaign cycles focused on organizing and outreach.
- Knowledge and or experience in building grassroots support, to identify opportunities for coordination coalition partners and state tables.
- Willingness and ability to speak in public and to facilitate meetings and trainings. Experience in developing meeting agendas, training materials, and presentations is a plus.
- Ability to successfully communicate across teams and state partners.
- Experience with data/digital tools such as NGP/VAN, Hustle and Mobilize preferred.
- Committed to highlight local work happening across coalitions and key allies.
- The desire and ability to work with diverse groups of people.
- The ability to manage multiple and complex tasks with an ever-changing workload.

- Traveling the state and regular site visits to other states in the region
 - Priority state time: 60%
 - States in region: 40%
- Bilingual, a plus.
- Car preferred.

Proposal Guidelines:

A clear proposal with a proposed work process and strategy that includes:

- Evidence that you have provided the same or similar deliverables to former employers and/or clients. Resume accepted.
- Letter detailing your interest in the role and outlining relevant campaign and training experience.
- List of 3 References.

Submission Information:

Proposals should be emailed to the Census Counts Campaign at informaton@censuscounts.org with “Census Field Manager (Consultant) – Texas” in the headline.