



# REQUEST FOR PROPOSALS

## Immigrants Vote! Campaign 2019

Please fill out this form and submit it to [membership@nyic.org](mailto:membership@nyic.org) by **Tuesday, April 2, 2019 at 5:00 PM.**

### OVERVIEW

The New York Immigration Coalition (NYIC) is pleased to announce the launch of the **2019 Immigrant Vote! Campaign (IVC)**. The NYIC invites interested Member organizations' requests to submit proposals to conduct non-partisan civic and voter engagement activities in New York **this Spring leading up to the 2019 General Elections**. Organizations selected through this RFP will receive a grant from the NYIC as well as access to the Voter Activation Network (VAN) database and technical assistance.

**Grant amounts may range from \$2,500 to \$10,000 or more, depending on the scope of activities proposed.**

### PROGRAM DETAILS

**The grant period will be April 2019 through November 2019.**

Our 2019 Campaign aims to support immigrants across NYS through increased civic participation and voter turnout. The IVC seeks to be active throughout New York State, and especially encourages proposals from Western NY, Long Island, and Queens County, in addition to Central NY, North Country, Capital Region, Hudson Valley, Westchester, and the rest of New York City.

Organizations participating in the IVC will conduct voter registration, promote the IVC in the media, and participate in IVC events. This year, we are asking organizations to 1) select activities best suited to their organization and the community it serves and 2) set goals depending on their organizational capacity. Proposals should reflect these activities and goals and the strategies to achieve them. Groups that have organizational infrastructure to achieve higher goals will receive larger awards and can also play a leadership role within the Campaign. Groups that opt for more modest goals will receive smaller awards, but NYIC will work with them to build their organizational capacity to potentially lead large scale voter engagement campaigns in future years.

All organizations selected will be required to report their deliverables in VAN.

The NYIC will provide:

- Financial Support;
- Training;
- Online data-collection structure, tracking, and support, including access to VAN, and technical support from local and national partners;
- Individual campaign management and structure trainings and support;
- Coordination of large-scale campaign events;
- Branded voter education and voting rights materials; and,

- Technical assistance on to share best practices and avoid duplication on voter education, mobilization, and media plans

## HOW TO APPLY

Interested NYC member organizations should complete this application form and return it to [membership@nyic.org](mailto:membership@nyic.org) no later than **Tuesday, April 2, 2019 at 5:00 PM.**

**All proposals must include numeric goals for the number of community members that the applicant will reach, using each of the following three core IVC strategies in Section 1, as well as three additional civic engagement strategies from Section 2. In addition, all successful applicants must attend ALL IVC trainings (the dates and locations to be determined.)**

1. Core Campaign Strategies - **ALL REQUIRED:**

- Voter registration goals
- Earned media goals
- Participation in all IVC joint press events and collaborative large scale events

2. Additional Civic Engagement Strategies - **CHOOSE AT LEAST 3:**

- Voter outreach education events (you will need to track individual attendance to count these events)
- Voter canvassing at doors
- Voter contacts through phone banks
- Voter contact through SMS
- Linking your IVC campaign to an immigration advocacy campaign with targeted metrics .
- Contacting recently naturalized citizens through our Natz Follow up Program.
- Other (please specify)

Additional activities can include, but not be limited to the following: canvassing, base-building, organizing, outreach and follow-up, voter education, distributing voting rights information, and other non-partisan get-out-the-vote work. *(You must propose your estimated goals in each category you select: i.e. Voter outreach education events that will draw 5,000 community members, 5,000 doors to canvass, 5,000 voters to contact through phone banks, 25,000 voters to contact through SMS, etc.)*

## CRITERIA

**This RFP is only open to current NYC Member organizations or organizations in the process of applying for membership at the time of submission of this RFP. ([Please click here for membership information](#))** All proposals for the 2019 Immigrants Vote! Campaign will be evaluated by a committee of reviewers based on the following criteria:

- Ability to reach new immigrant voters;
- Ability to engage those potential voters and community members in voter education activities;

- Ability to conduct non-partisan get-out-the-vote activities and enter data into the Voter Activation Network (VAN). Using the VAN for tracking and reporting all information is a requirement of the program;
- Feasibility of proposed goals, related action plan, and budget;
- Demonstrated experience in or capacity for non-partisan voter outreach, education, and mobilization activities and / or demonstrated interest in building capacity;
- Ability to leverage the impact of this project and continue electoral and civic engagement work after its funded activities end;
- Must be able to attend series of mandatory NYIC trainings on voter engagement, education, data quality control, etc.; and
- Must be an NYIC Member or have applied for membership at the time of the submission of this proposal.

**ORGANIZATION INFO**

Use this section to provide general information about your organization.

**Organization:**

*Name*

**Mailing Address:**

*Street address, city, state, zip code*

**Mission Statement:**

**What immigrant community(ies) does your organization primarily serve?**

**Briefly describe how your organization engaged in the NYIC's work during the past 12 months.**

*(e.g., participating in NYIC collaborative working groups, advocacy actions, DOJ Accreditation trainings)*

Please provide a list of your current board members and their affiliated companies/organizations.

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**PROJECT PLANS**

Use this section to provide information on your IVC campaign plan

1. Briefly describe your organization's major activities and accomplishments to-date with respect to non-partisan voter education and mobilization campaigns (highlight voter registration, voter contact, etc.)

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2. What is your 2019 Voter Engagement Campaign? Outline your strategy in the provided space below.

<b>Core Campaign Strategies. Explain your proposed plan for them.</b>
<b><u>Voter registration goals</u></b>

**Earned media goals**

**Participation in all IVC joint press events and collaborative large scale events**

**Additional Civic Engagement Strategies - Choose AT LEAST THREE and explain your proposed plan for them (see overview on the second page for more information).**

**Voter outreach education events**

**Voter canvassing at doors**

**Voter contacts through phone banks**

**Voter contact through SMS**

**Linking your IVC campaign to an immigration advocacy campaign with targeted metrics**

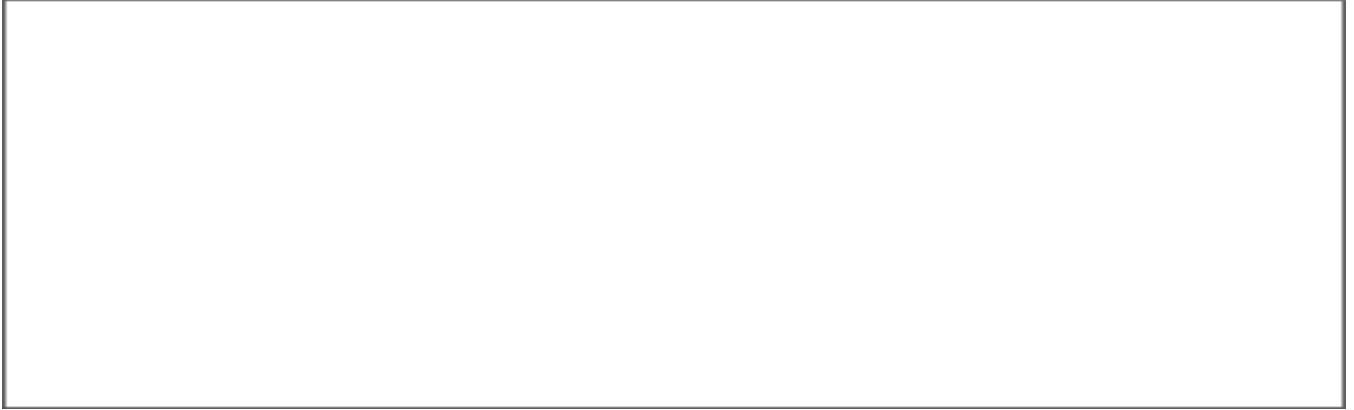
**Contacting recently naturalized citizens through our Natz Follow up Program**

**Other (please specify)**


- 3. What is the budget for your Voter Engagement Campaign? Please let us know how much money you are hoping to spend total, your request from NYIC, and how much (if any) you have secured thus far from other sources.**

- 4. What geographic areas does your organization plan to carry out the Immigrants Vote! Campaign in? Are there any relevant and competitive races in the areas?**

**5. Please share information on your staff/volunteer plan for the Immigrants Vote! Campaign.**

A large, empty rectangular box with a thin black border, intended for the user to provide details about their staff and volunteer plan for the Immigrants Vote! Campaign.

**6. Please share a timeline with key dates and benchmarks in which you will be meeting your goals.**

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## SIGNATURES

Please have the application's primary point person and your organization's Executive Director fill out and sign the following section as verification that the information contained in this form is correct and accurately represents your organization's vision for hosting a student social work intern from the NYU Silver School of Social Work.

<b>RFI Point Person</b>	<b>Executive Director</b>
Name	Name
<input type="text"/>	<input type="text"/>
Email	Email
<input type="text"/>	<input type="text"/>
Phone Number	Phone Number
<input type="text"/>	<input type="text"/>
Signature	Signature
<input type="text"/>	<input type="text"/>
Date of Signature	Date of Signature
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