



Request for Proposal - Strategic Communications Support

Issued by: StolenYouth, a Nonprofit Organization

RFP Issue Date: January 21, 2025

Proposal Due Date: February 7, 2025

About StolenYouth

StolenYouth is a nonprofit organization committed to eradicating child sex trafficking and the commercial sexual exploitation of children (CSEC) through prevention, education, advocacy, and recovery support. We work collaboratively with partners and communities to create lasting change by addressing the root causes of exploitation and providing critical resources to those affected. Our mission is to ensure that every child can live a life free from exploitation and abuse.

Purpose of the RFP

StolenYouth is seeking a communications consulting firm or individual consultant to develop and execute a comprehensive communications strategy. The selected partner will provide expertise in communications strategy and execution, marketing, public relations, and social media strategy and execution. This partnership aims to enhance StolenYouth's visibility, strengthen our brand, further our reach, and amplify our impact.

Scope of Work

StolenYouth seeks assistance in developing an overall communications strategy. This effort will evaluate and address the needs of the organization as a whole. The goal is to position StolenYouth as a leader in the fight against child sex trafficking through a focus on prevention through education – a leader that can influence culture, change policies, and educate the public.



Currently, StolenYouth has a basic communications strategy that served our previous needs, but as we expand and gain exposure, we need a more sophisticated strategy and the tools to allow us to expand it in the future.

StolenYouth has a basic social media presence and has minimally maintained and built upon it, but we are looking to expand that presence to reach partners, donors and the public in new, more creative and strategic ways.

A successful vendor must demonstrate the ability to both capitalize on and enhance existing resources as well as to grow and expand StolenYouth's communication efforts. Our goal is to increase our messages' reach to new and existing donors, partners (new, existing and potential), media, legislators and government officials, the CSEC community, the survivor community, parents and caregivers, vulnerable youth and children 6-18.

The scope of work includes but is not limited to the following areas:

1. Communications Strategy and Execution

- Develop a comprehensive communications plan that aligns with StolenYouth's mission, goals, and target audiences.
- Identify key messaging and communication channels to effectively reach stakeholders.
- Provide guidance on brand positioning and voice consistency across all communications materials.

2. Social Media Strategy, Planning, and Execution

- Develop a social media strategy that aligns with StolenYouth's overall communications goals.
- Manage StolenYouth's social media accounts, including content creation, scheduling, and community engagement.
- Manage the Executive Director's social media accounts, including content creation, scheduling, and community engagement.
- Monitor social media trends and analytics to optimize performance and engagement.
- Create multimedia content, including graphics, videos, and storytelling pieces, to enhance StolenYouth's digital presence.



3. Light-touch Public Relations

- Draft press releases, media advisories, and other PR materials.
- Provide crisis communication support as needed.

Longer Term Goals

- StolenYouth will develop the skills and resources to take over the communications strategy in-house within six months to a year.
- Build public goodwill for and trust in StolenYouth.
- Build recognition for StolenYouth's role preventing child sex trafficking through education.

Proposal Requirements

Interested consultants or firms should submit a proposal that includes the following:

1. Cover Letter

- Brief introduction and summary of your qualifications.

2. Experience and Expertise

- Overview of relevant experience in communications, marketing, public relations, and social media.
- Examples of previous work with nonprofit organizations (preferred).

3. Proposed Approach

- Description of your approach to developing and executing a comprehensive communications strategy for StolenYouth, specifying high-priority tasks or activities to be completed within month one.
- Outline of your proposed methodology and tools.

4. Project Team

- List of any team members who will be involved in the project, including their roles and relevant experience.

5. Timeline

- Proposed timeline for completing key project milestones.

6. Budget

- Detailed cost breakdown, including fees for services and any anticipated expenses.



7. Project Assumptions

- Please define any assumptions you are making related to your proposed approach, timeline and budget.

8. References

- Provide at least two references from previous clients.

Selection Criteria

Proposals will be evaluated based on the following criteria:

- Demonstrated expertise in communications strategy, marketing, public relations, and social media.
- Experience working with nonprofit organizations.
- Quality and relevance of previous work.
- Proposed approach and methodology.
- Cost-effectiveness and value.
- References and client feedback.

Selection Timeline

- January 21: RFP announced
- February 7: Completed proposals must be submitted by 5:00 p.m. PT
- February 12: Vendors notified whether they advance to the final round of review
- February 17-19: Final team interviews/discussions
- February 21: Vendors notified of final selection & contracts exchanged
- February 26: Kick off meetings and start date for new vendor

Submission Instructions



Please digitally submit your proposal by February 7, 2025, via email to

StolenYouth

Email: hope@stolenyouth.org

Email Subject Line: Communications RFP Response

Terms and Conditions

- StolenYouth reserves the right to reject any or all proposals.
- All submitted materials become the property of StolenYouth and will not be returned.
- The selected consultant or firm will be required to sign a confidentiality agreement and comply with StolenYouth's policies.

We look forward to receiving your proposal and exploring how we can work together to amplify StolenYouth's mission and impact.