



OHIO TRANSFORMATION FUND

Request for Proposals: **Employer organization for campaign coordinator**
Issued: **11 November 2020** | Application deadline: **2 December 2020**

SUMMARY

The **Ohio Transformation Fund** (OTF), a fiscally sponsored project of the New Venture Fund (NVF), seeks proposals from qualified Ohio nonprofit organizations to employ, as a full-time employee, a coordinator for the *Compassion Over Cages* campaign for a minimum of one year. OTF will execute a secondment contract with the selected organization for all of the coordinator's time and will oversee the coordination of this campaign.

MAXIMUM CONTRACT ALLOWANCE

\$85,000 for 14 months, including 12 months of the coordinator's employment at the host organization, beginning 1 January 2021. Out of this \$85,000, the selected organization will be expected to pay one year of the coordinator's salary, benefits comparable with other employees in that organization, tools necessary for the coordinator (such as a computer, phone, and internet connection), and any overhead and administrative costs associated with employing this position.

DEADLINE FOR PROPOSALS

Wednesday 2 December 2020 at **5:00 PM** by email to otf@ohtransformationfund.org.

OTF will host an applicant-information webinar on **Thur. 19 Nov. 2020, 2:30–3:45 PM** for interested organizations. Email Stephen JohnsonGrove to register (stephen@ohtransformationfund.org).

CAMPAIGN BACKGROUND

OTF and their in-kind partner, Just Leadership USA (JLUSA), seek to anchor a public-policy-advocacy campaign in Ohio aimed at establishing emergency-management plans to protect the health, safety, and dignity of incarcerated people in the event of public-health or environmental emergencies. The campaign is primarily intended to establish state-level, statewide emergency-management plans,

but could also include the establishment of local-level plans. "Incarcerated people" includes any person in a publicly or privately run state prison; a county or regional jail; state or local juvenile detention; halfway houses, alternative detention facilities, and other state-run or state-funded locked facilities that primarily house people ordered to be there by some state court. While JLUSA is pursuing a similar campaign in several other states and at the federal level under the heading "#JustUs," the Ohio branch of this campaign is called *Compassion Over Cages*. Please see [JLUSA's website](#) for their model emergency-management plan and more background on its rationale and development.

NON-MONETARY SUPPORT FOR CAMPAIGN COORDINATION

OTF staff are experienced with criminal-justice policy development and have extensive relationships with policy-makers and allied advocates. We will introduce the ultimately selected campaign coordinator to these relationships and support that person with all aspects of the campaign.

OTF maintains a contracted lobbyist and will include this campaign, including close collaboration with the campaign coordinator, in that lobbying contract.

JLUSA is the premier leadership development program in the country for formerly incarcerated and convicted people engaging in advocacy and organizing. If the ultimately chosen campaign coordinator is someone who has been directly impacted by the criminal-punishment system in that way (something OTF prefers but does not require), they will receive JLUSA leadership training and peer support.

EXPECTED TIMELINE

Contracting & hiring

- 11 Nov. 2020:** This RFP released.
- 19 Nov. 2020, 2:30–3:45 PM:** Webinar for organizations interested in applying. Email Stephen JohnsonGrove (stephen@ohtransformationfund.org) to register.
- 2 Dec. 2020, 5:00 PM:** Deadline for submission of proposals.
- 7 Dec. 2020:** OTF announces selected host organization.
- 7–18 Dec. 2020:** OTF and NVF staff work closely with home/employer organization's staff to set up the secondment contract and to develop the job announcement and job description for the campaign-coordinator position.
- 4 Jan. 2021:** Host organization posts job announcement, which OTF and the host organization will publish through various channels.
- 22 Jan. 2021:** Deadline for campaign-manager applications.
- 25–27 Jan. 2021:** Host organization, with OTF consensus, reviews applications and selects candidates to interview.
- 28 Jan. – 5 Feb. 2021:** Host organization, with OTF staff, interviews candidates and makes final selection.
- 1 Mar. 2021:** Campaign coordinator begins employment at host organization and begins close collaboration with OTF staff on the *Compassion Over Cages* campaign.

Campaign

Phase I (2-4 months): relationship & policy-target development: Campaign coordinator, with support from their home organization and OTF, gets acquainted with the beginning base of community support for this campaign: allied grassroots organizations and groups, especially those led by punishment-system-impacted people, that the coordinator will organize to support the campaign. Also relationship development with relevant state legislators and administration officials. Simultaneously, understanding JLUSA's model emergency-management plan and assembling a "brain trust" of various types of trusted experts to begin shaping the one or more laws, rules, or state policy materials the campaign will ultimately push for.

Phase II (8-10 months): first policy adopted: Once the coordinator, with their "brain trust" and allied organizations, identify the specific set of policy goals for the campaign, they will launch the advocacy for the first major policy target in the set. Depending on legislative and administrative-agency schedules, the goal will be to get this first policy adopted by the end of the coordinator's first year.

Phase III: (12 months, pending second year funding): implementation & further advocacy: Coordinator monitors implementation of first adopted policy and continues to build community and policy-maker support for the full set of emergency-management plans mapped out by their "brain trust" and allies.

Fundraising

Mar. 2021 – Feb. 2022: OTF leads effort, with home/employer organization partnership, to raise funds for the second year of employment for campaign coordinator.

SECONDMENT CONTRACT INFORMATION

Applicant organizations are strongly encouraged to seek their own legal and human-resources counsel to be sure the organization understands and can properly manage a secondment contract. This section is for information purposes only.

A **secondment** is a type of contract that allows an employee to work at another organization for a specified purpose and period of time. The home/employer organization continues to employ the secondee while the secondee works for the receiving/host organization. The receiving/host organization then reimburses the home organization for the secondee's payroll costs for the time the secondee works for them. Secondments can occur domestically and internationally. Secondments are usually done between organizations working to accomplish a common goal. Thus, sharing an employee's time is beneficial to both organizations. The secondment involves three (3) parties:

Home/Employer Organization [*the organization OTF selects through the RFP process*]: The Home organization is the official employer and will send its employee to the Host organization but continues to pay the employee's salary and benefits, and pay for any tools required for the employee to complete her duties.

Secondee [*the campaign coordinator*]: The secondee is the employee of the Home organization who is sent to the Host organization, in this case, on a full-time basis.

Host Organization [*OTF/NVF*]: The Host organization will have the secondee perform specific job duties on its behalf. The Host organization never forms an employee/employer relationship with the secondee but may direct secondee's work. The Host organization reimburses the home organization for the secondee's time and services, and any agreed upon administrative costs.

SUCCESS CRITERIA & APPLICATION FORMAT

An organization will be successful in being selected as the Home organization for the proposed campaign coordinator if it can demonstrate the following qualities:

- Experience with state-level advocacy campaigns (15 pts.);
- Strong relationships with legislators in leadership and/or who are part of the Correctional Institutional Inspection Committee; with Governor's office staff responsible for prisons and/or emergency preparedness; and with leadership of the Department of Rehabilitation and Corrections (15 pts);
- Strong relationships across Ohio with organizations and groups already involved with criminal-justice reform and COVID-19-related decarceration efforts (15 pts.)
- Demonstrated commitment to hiring and supporting the leadership of people directly impacted by the criminal-punishment system (10 pts);
- Existing organizational assets, such as a discrete number of hours from its communications staff, that the organization would be willing to contribute toward the campaign goals (10 pts);
- Internal systems for, and competence with, tracking lobbying time for IRS and state reporting (5 pts.)

Additional requirements: An applicant organization must be a 501(c)(3) entity or a fiscally sponsored project of a 501(c)(3) entity. All or the vast majority of the organization's staff and work must be located within Ohio. The organization must also demonstrate that it carries liability insurance to cover the type of work to be performed under the proposed secondment contract.

HOW TO APPLY

Please send the following documents **all in PDF format**:

- **Narrative:** no more than four pages, detailing how your organization meets the above criteria and requirements.
- **Budget:** one page. Include proposed salary and benefits for campaign coordinator and any projected organizational overhead for first year of campaign. Again, maximum contract value is \$85,000.
- **Optional:** brief written attachments (also PDFs) or internet links to demonstrate examples of your organization's experience with organizing, state policy-advocacy campaigns, or other relevant work are welcome.

Email all materials to otf@ohtransformationfund.org by **Wednesday 2 December 2020 at 5:00 PM.**