

Request for Proposals: Event Planning Consultant for GGE’s 25th Anniversary Campaign

Background

Girls for Gender Equity (GGE) works intergenerationally, through a Black feminist lens, to center the leadership of Black girls and gender-expansive young people of color in reshaping culture and policy through advocacy, youth-centered programming, and narrative shift to achieve gender and racial justice. On June 5, 2027, GGE will turn 25. To celebrate our 25th anniversary, we are planning a year-long campaign integrating communications, impact reporting, events, and fundraising. We seek an event planning consultant to lead strategy, planning, and execution for medium-to-major events, ensuring close alignment with the other elements of the campaign.

Overview

The consultant will work closely with key staff, vendors, and other partners to ensure that events are mission-aligned, audience-centered, and reflective of GGE’s values and legacy. A core expectation is that young people and alumni are meaningfully engaged in the events. The events consultant will be engaged from October 2026 through December 2027, with heavy engagement expected around key events and lighter engagement otherwise.

Throughout the engagement, the Events Consultant will lead several components of the overall 25th anniversary campaign while contributing to others. Though subject to change upon contract finalization, the envisioned collaboration will look like this:

	Events Consultant	Fundraising Comms Consultant	Internal - Staff
STRATEGY CREATION			
Overall	P	O	P
Fundraising	P	P	O
Communications	P	O	P
PLAN CREATION			
Overall	P	O	P
Fundraising	A	A	O

Communications (incl Toolkit)	P	O	P
IMPLEMENTATION			
Overall	P	O	O
Fundraising	O	P	O
Communications	P	O	O
*O = Owner, P = Participant, A = Advisor			

Scope of Work

1. Anniversary Events Strategy, Concept Development, and Communications

- Develop an overarching event strategy for the organization’s 25th-anniversary year, including a minimum of three medium-to-major celebratory events that align with the organization’s anniversary goals, values, and target audiences:
 - one event centered on youth and alumni engagement
 - one donor-focused event in May 2027
 - one event close to our “birthday” in June 2027
 - (TBC) an alumni- and community
 - One large celebration in September – October 2027
- Ensure alignment between medium-to-major events and 25 overall touchpoints to be determined and designed by GGE staff and GGE’s chosen communications consultant
- Identify creative and meaningful ways to showcase GGE’s past and current work throughout events.
- Work with GGE staff to design in-event activations inspired by our [Theory of Transformative Change](#).
- Ensure alignment and cohesion between these signature events and any additional anniversary-related activities taking place throughout the year.
- Help define event goals, audience experience, tone, and key outcomes for each gathering.
- Collaborate with GGE’s Director of Strategic Communications and our chosen communications consultant on promotional strategy for anniversary events.
- Ensure event messaging aligns with broader anniversary branding and communications strategy.

2. Project Management and Event Production

- Create and manage a detailed production schedule for all anniversary events, including project plans, timelines, workback schedules, and milestone trackers.
- Coordinate planning across internal stakeholders, external vendors, and venue contacts to ensure smooth execution.
- Support event budgeting and budget management in partnership with staff.

3. Vendor and Venue Management

- Lead vendor sourcing, selection, coordination, and management for key event needs, including but not limited to:
 - videography
 - photography
 - catering
 - décor
 - audiovisual
- Help identify and secure community-based venues appropriate to each event's audience, goals, scale, and budget.
- Serve as liaison to all venues throughout planning and execution.
- Negotiate vendor and venue terms where appropriate, emphasizing cost efficiency and value. Proactively pursue pro bono services, in-kind donations, and discounted vendor support where possible.
- Coordinate with site coordinators and staff to align logistics, event flow, and venue requirements.
- Clearly communicate payment expectations and liaise with appropriate GGE staff to ensure prompt vendor payment.

4. Sponsorship, Fundraising, and Revenue Support

- Develop event sponsorship tiers and benefits packages aligned with anniversary funding and messaging goals.
- Support outreach strategy for event sponsorships, including corporate and institutional prospects.
- Lead high-level cultivation of major event sponsors and major donors.
- Help source auction items and advise on auction strategy and logistics.
- Collaborate with staff on grants and corporate partnership opportunities connected to anniversary events.

- Support strategies for engaging board members in fundraising, sponsorship outreach, and relationship-building related to anniversary activities.

5. Honorees, Performers, and Special Guests

- Identify and help secure high-profile event honorees, speakers, and performers appropriate to each celebration.
- Support outreach, coordination, and relationship management with honorees, performers, and other VIP participants.
- Coordinate travel and transportation logistics for VIPs, honorees, and special guests as needed.
- Identify and implement opportunities for young people and GGE alumni to be engaged in events

6. Event Execution, On-site Management, and Follow Up

- Develop detailed event plans, runs of show, rehearsal plans, and production documents for each event.
- Lead or coordinate rehearsals and run-throughs as needed.
- Provide on-site event support, including oversight of:
 - event check-in
 - volunteer management
 - vendor coordination
 - auction management
 - guest flow
 - troubleshooting and issue resolution
- After each event:
 - promptly share all attendee information with GGE staff, highlighting those with potential for future development, programmatic, or other collaboration
 - meet with relevant GGE staff to debrief and incorporate lessons learned for subsequent events
 - review follow-up communications drafted by GGE's chosen communication consultant

Submission Instructions:

We invite all interested individuals and firms to submit a proposal no later than COB Friday, October 2, 2026 to dmurphy@ggenyc.org. Because we view this 25th anniversary campaign as a collaborative effort, we encourage you to also review our RFP for a fundraising communications consultant. Rather than expecting a laundry list of how you'll check off each item on our list, we encourage you to be creative and flexible in your approach. If something on the above list is not in your wheelhouse, tell us! We are looking to build a small team that is dedicated to our overarching goals and aligned with our ways of working.

Proposals should be 2-3 pages maximum and include a statement of capabilities, proposed work process, highlights of past experience, and a price quote. If it seems like a good fit, we will contact you for a follow-up meeting.