

Request for Proposals: Fundraising Communications 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.

To this end, we seek a fundraising communications consultant to lead strategy, planning, and execution for all communications-related activities, ensuring close alignment with the other elements of the campaign. The proposed engagement will center on developing a cohesive anniversary narrative, elevating GGE's brand and impact, and driving visibility and engagement across key audiences, including community members, partners, funders, alumni, and lapsed donors.

Overview

The consultant will work closely with staff, creative partners, and vendors to ensure that anniversary activities are mission-aligned, audience-centered, and reflective of GGE's values and legacy. A core expectation is that youth voices and perspectives are meaningfully integrated throughout the campaign.

The expected engagement timeline is from October 2026 through December 2027, with some periods requiring more hands-on time than others. Throughout the engagement, the Fundraising Communications 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:

	Fundraising Comms Consultant	Events Consultant	Internal - Staff
STRATEGY CREATION			
Overall	O	P	P
Fundraising	P	P	O
Communications	O	P	P
PLAN CREATION			
Overall	O	P	P
Fundraising	A	A	O
Communications (incl Toolkit)	O	P	P
IMPLEMENTATION			
Overall	O	P	O
Fundraising	P	O	O
Communications	O	P	O
*O = Owner, P = Participant, A = Advisor			

Scope of Work

1. Anniversary Campaign Strategy and Narrative Development

- Develop an overarching fundraising communications strategy for the 25th-anniversary campaign and a full communications toolkit for staff and board, with a heavy emphasis on fundraising.
- Finalize the campaign theme, messaging framework, and narrative arc in partnership with staff and leadership.
- Ensure the campaign reflects the organization's history, current impact, and future vision, and is informed by our [Theory of Transformative Change](#).
- Shape messaging for key audiences, including donors and funders, partners, media, alumni, and broader community stakeholders.
- Advise GGE's Director of Strategic Communications on how to authentically incorporate youth voices, stories, and perspectives throughout campaign materials and 25 overall touchpoints, including collecting and writing stories.
- Advise GGE's Senior Director of Development on finalizing an overall 25th-anniversary capital campaign, including messaging and collateral.

- In close collaboration with GGE's Director of Strategic Communication and Senior Director of Impact & Research, support messaging, rollout planning, and content framing for the "25 Years of Impact" Report, ensuring smooth integration into the broader anniversary campaign.
- Identify opportunities to incorporate photos, quotes, milestones, media clips, and historical materials into anniversary storytelling.
- Develop and execute a strategy for earned and placed media related to the 25th anniversary.

2. Brand Refresh and Creative Direction

- Provide strategic guidance on a light brand refresh for the 25th anniversary, ensuring alignment with the organization's mission, TOTC, and current positioning.
- Collaborate with the organization's chosen design consultant to develop anniversary collateral, visual assets, and logo treatment.
- Collaborate with the organization's chosen website development firm to ensure effective, aligned messaging and brand adherence
- Review and guide the consistency of visual identity, tone, and messaging across anniversary-related materials.
- Ensure brand and campaign assets are accessible, audience-appropriate, and adaptable across print and digital platforms.

3. Vendor Management

- Serve as lead communications point for external vendors supporting anniversary deliverables, especially the website refresh.
- Manage timelines, deliverables, feedback loops, and quality control for website-related communications content.
- Partner with the website vendor to ensure refreshed digital content reflects anniversary messaging, updated branding, and priority audience needs.
- Coordinate across internal and external stakeholders to keep web and communications work aligned.

4. Donor Re/Engagement Communications

- Develop a communications plan to engage donors and prospects and re-engage lapsed donors through the 25th-anniversary campaign.

- Recommend audience segmentation, messaging approaches, and communications tactics tailored to revenue reactivation goals.
- Identify opportunities to connect anniversary storytelling, impact narratives, and calls to action for donor re/engagement.
- Support development of donor-facing content as needed, including email messaging, campaign language, and stewardship-oriented materials.

5. Event and Post-Event Communications

- Advise on communications strategy for anniversary-related events and public-facing moments.
- Support development of event messaging, promotional content, and audience engagement materials as needed.
- Secure robust press coverage of events. Develop talking points for key staff and provide brief media training
- Develop a post-event communications approach to extend momentum after anniversary events, including follow-up messaging, digital storytelling, media recaps, and audience/donor stewardship.
- Recommend ways to capture and repurpose event content for future communications, fundraising, and archival use.

Submission Instructions:

We invite all interested individuals and firms to submit a proposal by 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 an events consultant. Rather than expect 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 list above isn't 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.