Request for Proposals

Background Information

Public Allies Arizona is a national AmeriCorps program that combines a full-time nonprofit apprenticeship with rigorous leadership training. The Public Allies program is based on the guiding principle that “Everyone Leads” and is grounded in the core values of diversity and inclusion, collaboration, continuous learning, focus on assets, innovation, and integrity.

Public Allies Arizona’s program provides a unique experience for individuals who are looking to gain skills and experience in nonprofit development. Each year, Allies complete a team service project (TSP). Through TSP, Allies will consult with a nonprofit organization and plan, execute, and evaluate a service project. The project must address a Corporation of National Community Service (CNCS) Focus Area that is based on regional needs and their team’s interests, goals, and strengths. Public Allies Arizona has selected three areas informed by CNCS: Education, Economic Opportunity, and Healthy Futures.

Statement of Purpose

The mission of Public Allies is to create a just and equitable society and the diverse leadership to sustain it.

Strategic Goals:

✔ Engage Men of Color and Opportunity Youth to ensure a successful pathway and access to education, career, and continued community service

✔ Provide training, consulting, and practice in leadership development and diversity/inclusion in all sectors

✔ Connect with the leadership of DREAMers and DACA students in civic engagement

✔ Focus on priorities important to Public Allies communities, including a comprehensive racial, economic, and social justice agenda

Contract Details

✔ Allies will contribute a minimum of 200 collective hours to the project from December 2015-March 2016.

✔ Public Allies is a federally funded program, therefore there are some limitations placed on proposed projects, such as: the Allies are not able to fundraise for your organization or to provide funds for this project. Proposals cannot involve general organizational fundraising, nor can proposals aim to change or influence state or federal legislation. The Allies are not able to complete organization-wide marketing projects; all proposals must benefit a specific program. To see the full list of limitations, please see the attached document entitled “Prohibited Activities”.

✔ The Allies will plan to meet with the partner organization twice a month at the partner’s convenience during project planning and implementation. Because the Allies are placed full-time with nonprofit organizations as
part of the Public Allies program, the majority of the consulting project will be planned and implemented during evening and weekend hours, with occasional weekday meetings.

**How to Submit Your Proposal**

Please submit your proposal in .pdf format to brittney.martin@asu.edu no later than Friday, October 16, 2015 at 5:00 p.m. For any questions, please contact Brittney Martin at the above email or 602-496-0427.

**Proposal Contents**

1. Complete the Application Cover Sheet (attached)
2. Submit a narrative in 1,500 words or less that includes the following:
   a. Organizational Information: Provide background on your organization, including your mission, your organization’s history, an outline of current programs and activities, and recent accomplishments.
   b. Purpose: Describe the project alignment with Public Allies’ Strategic Goals and focus areas. Identify the problem to be addressed and the needs to be met by the project. Describe the goals and overall impact of the project or program. Describe your program objectives, activities, strategies, staffing, partners, and timeline. Describe how the project will be sustained beyond the Allies’ services.

**Potential Project Ideas (not limited to the following):**

- Program/curriculum design
- Community outreach
- Partnership development
- Program evaluation
- Community assessment
- Volunteer engagement
- Community awareness and engagement

**Selection Criteria**

After eligibility of the organization and proposed project is determined, each proposal received will be evaluated on the following:

- Project Purpose: The proposed project aligns with the statement of purpose as defined in the Request for Proposals (RFP).
- Project Feasibility: The proposed project does not conflict with any prohibited activities as outlined. Proposed project can be completed in provided time frame and stated number of hours.
- Project Sustainability: The organization has the capacity and willingness to sustain the project after Allies’ role is complete.
- Community Impact: The organization understands the broad or strong needs of the region. The proposed project demonstrates and seeks to fulfill a broad or strong need in the region as it pertains to the CNCS issue
areas listed above. The organization defines and has the capacity to reach the proposed target population. The proposed project demonstrates new ways to engage the community.

✓ Capacity of the Organization: Organization provides a single point of contact who is available to work alongside the Allies for the duration of the project. Organization has provided signed support of Executive Director or the Chief Executive Officer. Organization has resources necessary to implement the proposed project.

RFP Timeline

✓ Submission deadline – Friday October 16, 2015 at 5 p.m.
✓ Review Period – October 17-22, 2015. During this time, 10 RFPs will be selected by the Public Allies staff as potential projects for the Allies. If your RFP is not selected, you will be notified at this time.
✓ TSP Project Plans—October 23-November 13, 2015. Allies will submit no less than three Project Plans for selected projects.
✓ Project Plan Review—November 13-19, 2015. Organizations will have the opportunity to review the project plans and provide input on group selection.
✓ Notification of project selection – November 20, 2015.
✓ All questions should be submitted via email to brittney.martin@asu.edu.
Project Name:______________________________________________________________

Legal Name of Organization:____________________________________________________
(Should be the same as on the IRS determination letter and as supplied on IRS Form 990)

Year Founded:________________________ Current Annual Operating Budget:________________________

Executive Director:________________________ Email:________________________

Contact Person/Title (If different from the Executive Director):________________________

Address (principle/administrative office):____________________________________________

City:________________________ State:________________________ Zip:________________________

Geographic Area to be Served:____________________________________________________

I CERTIFY, TO THE BEST OF MY KNOWLEDGE, THAT THAT TAX-EXEMPT STATUS OF THIS ORGANIZATION IS STILL IN EFFECT.

Signatures:

__________________________________________
Applicant or Program Manager      Date

__________________________________________
Executive Director      Date
Prohibited Activities

Public Allies Arizona is a federally funded AmeriCorps program, and as such there are certain activities Allies are not able to participate in while in service to AmeriCorps and Public Allies. AmeriCorps members may not engage in the following activities directly — or indirectly— by recruiting, training, or managing others for the primary purpose of engaging in any of the activities listed below:

1. Attempting to influence legislation, including but not limited to lobbying for your program or state or local ballot initiatives or organizing a letter-writing campaign to Congress
2. Organizing or participating in protests, petitions, boycotts, or strikes
3. Assisting, promoting, or deterring union organizing
4. Conducting or assisting with a voter registration drive
5. Impairing existing contracts for services or collective bargaining agreements
6. Engaging in partisan political activities, or other activities designed to influence the outcome of an election to any public office
7. Participating in, or endorsing, events or activities that are likely to include advocacy for or against political parties, political platforms, political candidates, proposed legislation, or elected officials
8. Engaging in religious instruction, conducting worship services, providing instruction as part of a program that includes mandatory religious instruction or worship, constructing, maintaining or operating facilities devoted to religious instruction or worship, or engaging in any form of religious proselytization
9. Providing abortion services or making referrals for such services
10. Providing a direct benefit to:
   1. A business organized for profit, or a non-profit organization that fails to comply with the restrictions contained in section 501(c)(3) of the IRS code of 1986
   2. A labor union
   3. A partisan political organization
   4. An organization engaged in the religious activities described above
11. Certain types of fundraising (see below for clarification)
12. Certain types of marketing (see below for clarification)

Examples of Indirect Prohibited Activities:

- An Ally does research for someone who is lobbying to change a law
- The Ally recruits volunteers who will advocate for a policy change
- An Ally develops community partnerships to garner volunteers for a nonprofit’s annual silent auction that benefits general operations
- An Ally’s volunteer committee decides to launch a greening campaign to help bolster for-profit businesses
- The Ally writes curriculum materials for the primary use of training others in how to run a voter registration drive
Fundraising Guidelines:

- An Ally cannot assist Public Allies or the Partner Organization with major fundraising efforts such as proposal writing, financial campaigns, endowment drives, solicitation of gifts and bequest, or similar activities designed for the sole purpose of raising general operating capital.
- However, the Ally is permitted to raise resources for a project that the Member is working on that provides immediate and direct support to a specific and direct service activity.
- Under no circumstances can a Member assist with the preparation or submission of any grants to the Corporation for National and Community Service or any other federal agency.
- A Member cannot raise funds to support the cost of the Member’s position.
- Furthermore, the Member may not spend more than 10% of the Member’s total hours on approved fundraising activities.
- Any fundraising activities must be discussed with and pre-approved by Public Allies Arizona Staff.

Marketing Activities in Ally Positions:

- Allies may seek to build a nonprofit’s capacity through marketing, public relations, and social media promotion efforts so long as those efforts are in support of specific programs and services offered by the nonprofit organization.
- Engaging in marketing and promotions for the purpose of promoting the organization-wide brand or general operations is not allowable.
- Examples of allowable activities:
  - Promoting a particular program for a nonprofit.
  - Handing out flyers for an allowable event that the Ally is planning.
  - Translating and programming the Spanish-language version of a nonprofit’s website in order to reach a new population.
  - Programming and maintaining the section of a nonprofit’s website that is dedicated to the particular program an Ally is working on.
- Examples of non-allowable activities:
  - Developing a social media page for the purpose of promoting an organization’s brand.
  - Designing a new logo for a nonprofit that will be used to promote the organization as a whole.
  - Creating or maintaining the general website of a nonprofit.