



**COMMUNICATIONS CONSULTANT  
REQUEST FOR PROPOSALS  
Deadline: April 15, 2024**

Catalyst of San Diego & Imperial Counties (“Catalyst”) is seeking an experienced consultant or team to create a regional communications plan and suite of toolkits for recipients of a multi-year grant program aimed at reducing hate incidents and hate crimes in San Diego and Imperial Counties.

**ABOUT CATALYST & STOP THE HATE**

*Catalyst of San Diego & Imperial Counties (Catalyst) connects and activates funders to learn, lead, and invest in our community. We envision an equitable, collaborative, and impactful social change ecosystem that improves the lives of all residents in our region. We champion equity and opportunity by influencing philanthropy and other social investors to intentionally address systemic bias that prevents people and communities from reaching their full potential.*

*In 2023, Catalyst was awarded a 30-month grant from the State of California’s Department of Social Services to serve as regional lead for the Stop the Hate grant program. As regional lead, Catalyst distributes Stop the Hate funds to 27 organizations that were selected by the State as “Program Service Providers” to provide direct services, prevention services, and/or intervention services in the anti-hate space. These program service providers serve a variety of impacted communities across San Diego and Imperial Counties including AAPI, LGBTQ+, and immigrants and refugees. The [Stop the Hate funding award announcement](#) identifies the main activities of the grant as well as regional leads and program service providers. The statewide [Stop the Hate website](#) outlines the history and goals of the grant.*

**Project Goal**

The goal of this project is to create a communications plan and relevant materials for the 27 Stop the Hate grantees to use in their own communications to a public audience about their anti-hate activities to highlight and bring awareness to this important body of work. The consultant(s) will work with the Stop the Hate program director and related staff to develop a regional communications plan for the Border Region (San Diego and Imperial Counties) that aligns with existing statewide messaging. The consultant(s) will also create resources for the grantees to use to execute the communications plan. Those resources will include a brand kit, social media toolkit, and fact sheets.

Catalyst will provide all relevant inputs, including existing statewide messaging.

**Timeline**

This engagement is expected to last no more than 6 months.

- Phase 1, April-May 2024: Align regional goals with existing statewide messaging.
- Phase 2, June-July 2024: Create a regional communications plan to advance the goals laid out in phase one.
- Phase 3, August-September 2024: Develop resources including branding kit, social media toolkit, and fact sheets to help grantees execute communications plan.

## Desired qualifications

The consultant will understand, be committed to, and have experience with:

- Essential
  - Successfully designing communications plans
  - Designing brand guidance, social media toolkits, and fact sheets
- Preferred
  - Social justice and power building nonprofits or movements

## Compensation

The total compensation for this work is expected to be between \$20,000-\$40,000 USD. Catalyst typically pays 50% upon contract signature and 50% upon project completion.

## RFQ response and review process

Applicants should submit a response to [apply@catalystsd.org](mailto:apply@catalystsd.org) that includes qualifications, timeline, and budget for this scope of work, divided by phases. Proposals will be reviewed based on demonstrated experience and past success related to each of the listed qualifications.

Responses will be reviewed on a rolling basis with the intention of starting work no later than April 30. Submissions will be accepted until April 15.

Should you have questions please send them to [tuyen@catalystsd.org](mailto:tuyen@catalystsd.org).

## Other information

Catalyst seeks to support regional capacity and, thus, the ideal candidates are based in San Diego or Imperial County.

Catalyst is committed to seeking out vendors who reflect the diversity of the people, organizations, and communities in San Diego and Imperial Counties, and who are aligned with our mission and values as outlined in our Strategic Framework.

We request that you provide us with details if you or your organization meets one or more of the following criteria:

- a) Company leadership and/or ownership of Native American(s), individual(s) of color, refugee(s), immigrant(s), individual(s) with disabilities, women, LGBTQIA+ people, or veterans.
- b) Socially responsible (We define socially responsible as organizations that have environmentally friendly/green/sustainable practices and/or living wage policies or providing job training opportunities to individuals needing assistance such as re-entry from the criminal justice system.)
- c) Based in San Diego or Imperial Counties.

Also, if you have a Disadvantaged Business Enterprise certification, or similar certification, please include with your proposal. The information you provide will be kept confidential and is for internal use only.

*Catalyst will not discriminate in hiring and employment practices on grounds of race, religion, age, nationality, social or ethnic origin, sexual orientation, gender, gender identity or expression, marital status, pregnancy, political affiliation, or disability.*