



2020 VOTING PLAN REQUEST FOR PROPOSALS

The Community Foundation for Greater Atlanta (CFGGA) is seeking an experienced data analytics firm/partnership to support the 2020 Voting Plan, a multi-year voting rights initiative sponsored by CFGGA in partnership with a Funder. (“The Partners”)

Since 1951, the Community Foundation for Greater Atlanta (CFGGA) has been a connector, convener and activator of philanthropists, nonprofits, businesses, faith-based groups and other community stakeholders. As the largest community foundation in the southeast, CFGGA has approximately \$1.2 billion in assets and a proven history of providing an efficient, effective financial conduit for multi-million-dollar investments across states and constituencies that drive community impact. CFGGA awards more than \$100 million annually in grants.

Background and Purpose

In 2013 the Supreme Court eliminated the preclearance provisions of the Voting Rights Act in *Shelby County v. Holder*. This opened the door for states — especially those in the deep South — to pass voter suppression laws that target communities of color “with almost surgical precision.”¹

Litigation and legislative advocacy alone are insufficient to help historically disenfranchised communities register and vote in elections. Voters are all too often disaffected from generations of marginalization, suppression, and intimidation — all of which continue into the second decade of the 21st century. Interpersonal interactions are needed to help encourage these voters to participate in elections and ensure their voice is part of the democratic process.

To address this, CFGGA is partnering with a Funder to implement their **2020 Voting Plan** (“the Plan”) in the belief that an immediate, robust investment in field activity and mobilization of historically marginalized communities will build litigation and legislative efforts to help combat voter suppression in the 2020 election, and in turn increase future turnout.

Foundational to the Plan is an innovative grantmaking program that will provide grants to organizations engaged in voter registration and get-out-the-vote (GOTV) work in Florida and Georgia.

The 2020 Voting Plan will include strict data analytics requirements that prepare the Partners to understand and communicate its qualitative and quantitative impact to its constituents, including the Funder’s board of directors, nonprofit partners, the media and local/national communities. The Partners seek to learn from the Plan’s successes and

¹ <https://www.npr.org/sections/thetwo-way/2017/05/15/528457693/supreme-court-declines-republican-bid-to-revive-north-carolina-voter-id-law>

failures to authentically share learnings; convinced that the 2020 Voting Plan has the potential to provide valuable insight to advance and leverage resources and thought leadership on voting rights issues. Plan results will also be used to shape strategy to guide future voting rights work.

The 2020 Voting Plan

The 2020 Voting Plan will fund organizations engaged in voter registration and turnout among low-propensity voters of color outside of metro Atlanta (specifically, South Georgia counties) and counties in North Florida and along the Florida I-4 corridor; additionally, while not as prominent a component of the 2020 Voting Plan, the Funder will provide grants to organizations and/or hire contractors to conduct voter turnout work in Alabama, Louisiana and Mississippi, the results of which will be included in the Plan's outcome and evaluation. In addition supporting voter registration and GOTV, funding to organizations may also support their Census outreach and nonpartisan voter education on ballot referenda.

Citizen Targets: The 2020 Voting Plan is focused on increasing voting among citizens of color, prioritizing those who are unlikely to vote in the 2020 general election and are historically under-contacted by voter outreach programs because of their voting history and/or geographic location.

Registration work will target citizens of color who: 1) moved in-state and need to update their registration in order to vote; 2) are high school and college students; 3) are returning citizens (individuals who have a prior felony conviction and may need to undergo a rights restoration process before they are able to register to vote); and/or 4) are infrequent voters.

Administration & Coordination: The 2020 Voting Plan is a Field-of-Interest Fund housed at CFGA. CFGA is responsible for the coordination and administration of the initiative.

The Partners will select the *Data Partner* and will guide the contract scope and deliverables as well as implementation and evaluation of services.

Grants: While the final number of organizations funded will be dependent on qualified grant applications, the Partners anticipate a range of 10-15 grant awards over a three-year period.

All funded work will be nonpartisan 501(c)(3)-permissible activities that are strictly educational, that do not include "lobbying expenditures" as that term is defined and described in IRC Section 4911 and related regulations. Activity will *not* directly or indirectly participate or intervene in (including the publishing or distributing of statements) any political campaign on behalf of (or in opposition to) any candidate for public office or to provide a selective benefit to any political party or candidate.

Grantee Expectations: The *Data Partner* will work with each grantee/contractor (and the Partners) to: 1) orient grantee to the model, 2) identify other appropriate outcome metrics, (see Appendix A for potential metrics), and 3) establish a plan for regular reporting. The data collection process will serve to inform the Partners and grantees of grantees' progress toward milestones as well as signal the need for any adjustments or technical support to ensure grantees reach project goals.

Also:

1. Depending on the nature of the proposal and scope, setup of voter control and test groups may be expected. If the grantee lacks the expertise to do this, the *Data Partner* is expected to help.
2. If a grant is awarded for GOTV work, *The Data Partner* would be expected to work with the grantee to determine IDs of targeted voters.
3. If a grant is awarded for voter registration work, the *Data Partner* is expected to support grantees to identify locations and strategies to reach a high number of target citizens.

The Partners may ask the analytics firm for its input on grant applications.

With the outbreak of COVID-19, we expect that the GOTV programs we fund will have an emphasis on voting by mail/absentee voting, and may have to conduct much of this work over the phone, through mail, and online. The successful Data Partner will have demonstrated substantial and creative competence in less-tried, unconventional engagement and communications vehicles (SMS, online, etc.). The Data Partner is also expected to provide the necessary support and evaluation for these strategies.

The 2020 Voting Plan is seeking an experienced, qualified data analytics firm or affiliation/partnership to be the *Data Partner*, to:

1. ***Create a low-propensity voter data model for targeted Alabama, Louisiana, Mississippi, Georgia and Florida communities.*** The 2020 Voting Plan has targeted geographies for registration and GOTV efforts. See Appendix A.
2. ***Facilitate with the Partners and grantees/contractors to define success metrics beyond registration and voting.*** In addition to traditional metrics, such as registration and turnout rates, the 2020 Voting Plan seeks to capture a more complete understanding of outcome and impact. See Appendix B for potential metrics.
 - a. In addition to voter registration and GOTV, the 2020 Voting Plan may fund nonprofit proposals that include 2020 Census outreach and/or nonpartisan education on ballot referenda. Tracking and evaluation for this work will be included in the creation of success metrics and recommendations for implementation.
3. ***Work directly with grantees on data needs and capacity.*** The 2020 Voting Plan will fund a diverse range of organizations, from more experienced, well-established groups, to new and emerging ones. We anticipate there will be varied and nuanced data needs and capacity.
4. ***Collect data from grantees.*** While all grantees will be expected to track individual data, the *Data Partner* will be expected to collect and analyze the collective data to track progress and determine achievement of milestones.
5. ***Provide a comprehensive final evaluation report for individual grantees and the cumulative 2020 Voting Plan impact.*** Report must include:
 - a. Assessment of individual and cumulative grantee outcomes, including challenges and successes
 - b. Collective Assessment of qualitative and quantitative outcomes
 - c. Observations of program implementation including strategy and tactical implementation, field-based outcomes, etc.
 - d. Recommendations for future program/ strategy and implementation

Qualifications

The Partners are seeking a diverse pool of proposals, including but not limited to minority-led and women-led entities. Qualified respondents will have:

1. ***Demonstrated experience and expertise in evaluating the impact of voter registration and GOTV programs*** that include a wide array of tactics (e.g. canvassing, direct mail, social media, paid/earned advertising).
2. ***Proven competency in creating controlled experiments within registration and GOTV programs*** to determine impact and test new voter outreach tactics.
3. ***Expertise in developing targeted voter lists*** based on voter characteristics, such as a history of infrequent voter participation.
4. ***Deep competency in nonpartisan voter engagement work***. Additional experience with Census outreach and nonpartisan education campaigns are a plus.
5. ***Experience of successful partnerships*** with a wide variety of hyper-local, regional and state nonprofit organizations.
6. ***Demonstrated expertise integrating diversity, equity, and inclusion principles*** to minimize bias and oppression and address systemic inequities; and
7. ***Mutual respect, empathy, and professionalism*** for the communities to be served.

Proposal Components

A. Organization Description

- Organization's vision, mission, strategy and programs.
- Provide examples of similar work, along with contact information for organizations you have served.
- Describe the qualifications and experience of staff who will be assigned to this project. Provide a more detailed background of the proposed project manager including a CV.

B. Statement of Proposed Work

- **"The Why"**: Why are you seeking this partnership with the 2020 Voting Plan? How does it enhance your organization's mission and vision?
- **Methodology**: Detail the process to create a low-propensity voter turnout model, access and communicate data; identify appropriate outcomes; and provide grantee consultation. Note, required deliverables and services include:
 - **Data Modeling**: Creation of a low-propensity voter model and then target universe of voters in the counties in identified counties (see Appendix A). The exact definition of "low propensity" would be defined with The Partners .
 - Within the counties, identify voters who: 1) Live in local and state legislative districts that historically have close elections; 2) Live in local and state legislative districts that are majority minority but are primarily represented by white elected officials; and 3) Live in Census blocks that are at risk of being undercounted.
 - Identify voters outside of the model who live within close proximity of target voters who it could be cost effective to talk to about the Census and ballot initiatives.
 - Provide grantees and the Funder with the unique voter file IDs of targeted voters so that they can be tagged in their VAN/EveryAction

accounts (the Funder has TargetSmart voter files for Alabama, Georgia, Louisiana, Florida, and Mississippi).

- Update targets when state voter files are refreshed.
- Identify precincts that are likely to have a disproportionate number of people of color who are not registered to vote.
- Monitoring and Evaluation:
 - Conduct both group and individual grantee orientation meetings to agree on metrics and data points that will be used to measure success, as well as a data submission and reporting plan.
 - On a case-by-case basis, additional grantee/contractor coaching/technical assistance. Some group coaching may be scheduled.
 - Monitoring and progress reports for all grantees/contractors once monthly. Report should include status, analysis of progress and recommendations for improvement.
 - For multi-year grant awards, an annual evaluation report is required
 - Final data analyses, outcome and evaluation report for each grantee/contractor.
 - At the end of each calendar year, an evaluation report of the entire program (the impact of all the grantees combined as well as Funder run programs).
- **Work plan:** Estimate the hours, timeline, costs, responsibilities and contingencies required.
- **Budget, deliverables, and services:** Provide a detailed budget by payment deliverables and services, aligned to the workplan.
- **Communications/Reporting plan:** include frequency and vehicles for communications and updates to the Partners and grantees/contractors.
- **Provide three references:** for similar, related projects/clients. Include a detailed description including outcomes, *Data Partners'* role, and name, title, phone number and email contact information.

Proposal Review and Timeline

Responses will be evaluated along the following dimensions:

- A. Qualifications
- B. Experience
- C. Budget
- D. References
- E. Alignment on Values/Congruity

Timeline for Submission

- A. Closing date. Proposals are due via email by 5 p.m. ET on Friday, Tues, May 26, 2020.
- B. Inquiries. Please direct all questions regarding this RFP 2020votingplan@cfgreateratlanta.org by 5 p.m. on Wednesday, May 13, 2020. The Partners will compile all questions and answers submitted and share them with all applicants by 5 p.m. on Monday , May 18, 2020.
- C. Costs. All costs submitted in response to this RFP should be inclusive and final. Additional costs are the sole responsibility of the bidder and will not be reimbursed by the 2020 Voting Plan.
- D. Format. Proposals must be a single PDF document, no longer than 12 pages. File name must include organization/enterprise name. Email them to 2020votingplan@cfgreateratlanta.org

INTERVIEW REQUIRED!

Finalist(s) will be required to participate in a 90-minute phone and/or video presentation and interview. The proposed project manager/team will be expected to be present. Please hold the following blocks of time for potential interviews:

Monday, June 1, 2020;

9-11 a.m. or 2-4 p.m.

Tuesday, June 2, ,

2020; 9-11 a.m. or 2-4

p.m.6. Final

decision/Notification of award, June 8,2020

APPENDIX B

2020 Voting Plan-Target Counties

<u>State</u>	<u>County</u>
AL	Montgomery
FL North	Alachua
FL North	Bay
FL North	Clay
FL North	Columbia
FL North	Duval
FL North	Escambia
FL North	Flagler
FL North	Gadsden
FL North	Jackson
FL North	Leon
FL North	Madison
FL North	Marion
FL North	Nassau
FL North	Okaloosa
FL North	Putnam
FL North	Santa Rosa
FL North	St. Johns
FL I-4	Brevard
FL I-4	Hillsborough
FL I-4	Lake
FL I-4	Manatee
FL I-4	Orange
FL I-4	Osceola
FL I-4	Pasco
FL I-4	Pinellas
FL I-4	Polk
FL I-4	Seminole
FL I-4	Volusia

GA	Bibb
GA	Chatham
GA	Clarke
GA	Columbia
GA	Dougherty
GA	Hall
GA	Houston
GA	Liberty
GA	Lowndes
GA	Muscogee
GA	Richmond
LA	East Baton Rouge
MS	DeSoto
MS	Forrest
MS	Harrison
MS	Hinds
MS	Jackson
MS	Lauderdale
MS	Leflore
MS	Lowndes
MS	Madison
MS	Washington

*may change

Appendix A

2020 Voting Plan-Potential Success Metrics

1. How many voters were registered
 - a. How many were registered by constituency, e.g. returning citizens, first-time voters, youth voters, etc.
 - b. Of the voters registered, how many voted
 - i. What was the impact of their vote
2. To what degree was turnout boosted in the 2020 general election
 - a. What was the increase with specific constituencies within the target universe, e.g. first-time voters, young people, etc.
 - b. What impact did the increased turnout have on local and state district races, and statewide races
 - i. If there were narrowly decided elections: 1) did the race or policies of the office holder change; and 2) were their instances when an elected official of color survived a challenge from a white candidate
3. To what degree was participation in the Census boosted
 - a. What will be the monetary and political impact for the Census blocks from the increased participation?
4. What issues in the field did grantees identify that resulted in widescale remedy that the Funder or other partners helped implement before the election?
5. What new contact methods and tactics that were tested were successful and can be scaled up in future elections?