



Request for Proposals

All-In Pittsburgh Equitable Development Collaborative Communications Consultant/Storyteller

Background

Pittsburgh is a city on the rise, yet too many of our neighbors remain cut off from opportunity by poverty, structural racism, and discrimination. The All-In Pittsburgh Equitable Development Collaborative is made up of cross-sector Pittsburgh organizations working to advance equitable development in the Pittsburgh region in order to ensure that all of us participate in and benefit from the region's economic transformation, especially those at risk of being left behind. The collaborative is tackling these issues through a targeted approach of racial equity and inclusion, community voice and power, accountability to results, policy and systems change, cross-sector partnerships, and national expertise.

The All-In Pittsburgh Equitable Development Collaborative was born out of talks surrounding issues of inclusivity and equity at the first [p4](#) conference in April 2015. After some key partnerships were developed, including with the national organization, PolicyLink, an official report titled ***Equitable Development: The Path to an All-In Pittsburgh*** was released in Fall of 2016 and shared at the second p4 conference. The report led to continued discussions around what equitable development in Pittsburgh should look like, the creation of a Steering Committee to offer insight into possible indicators for future success, the branching off into two action teams surrounding Employment and Entrepreneurship and Housing that could identify specific policy and programmatic recommendations to affect change, and the on-boarding of six community-based organizations to aid in representing resident voice.

Learn more about out how our initiative began and where we are today [here](#). Read ***Equitable Development: The Path to an All-In Pittsburgh*** [here](#).

In our third official year of operation, the All-In Pittsburgh Equitable Development Collaborative seeks a freelance communications consultant and storyteller to help bring awareness to the work of the coalition, our mission, and targeted results as it applies to the Steering committee and both action teams. We are looking for someone who is able to tell the stories of Pittsburghers that reflect our target population (those living at or below 200% of poverty in the city of Pittsburgh) as well as lift up the values of All-In Pittsburgh, connect our policy initiatives to a broader population, and emphasize the need for policy and advocacy work around equitable development in Pittsburgh.

This communications work involves the following pieces: storytelling, messaging development, equitable development activity tracking, and website support. The chosen consultant will work closely with the All-In Pittsburgh Program Manager and the Neighborhood Allies Marketing and Communications fellow.

Scope of Work

1) Storytelling and Strategic Sharing

- Document progress of the coalition and tell the stories of Pittsburgh neighborhoods in order to help others understand the neighborhood and systemic issues, challenges/opportunities and progress/good news. Activities include:



- Cultivating content surrounding equitable development broadly in the Pittsburgh area and as it pertains to the progress of our coalition
 - This includes giving voice to the expertise of our coalition through social media, blogs, articles, etc.
- Developing strategic tools for storytelling
- Better utilizing earned media by engaging reporters to carry our story to a broader audience
- Identifying appropriate media opportunities and venues for timely articles
- Prepare quarterly e-newsletter to include:
 - Information on general equitable development activities nationally and locally
 - Stories showcasing activities of All-In Pittsburgh organizations
 - Updates on the progress of the local All-In Pittsburgh Initiative, upcoming events, opportunities, etc.
- Aid in managing social media accounts, ensuring at least one post per week.

2) **Develop consistent messaging tools**

- Develop templates for hard copy and digital materials, such as slide shows, that can be used to consistently brand All-In Pittsburgh.
- Create a process in which All-In organizations can easily access, share and re-use content created.

3) **Develop a system for tracking equitable development activities in Pittsburgh:**

- Track equitable development activities throughout the City and document them in a single place that can be used as a resource.
- Connect the dots. Make the connection between other equity initiatives and All-In Pittsburgh in order to leverage additional resources and expand the coalition.
- Document the influence of our equitable development movement on the Pittsburgh landscape
 - For example, organizations are hosting more equity conversations, such as “Inclusive Workforce panels”

4) **Provide website and keyword search support for allinpgh.org**

- Support the Core Team by searching for and providing relevant resources to post on the website, including current equitable development activities and articles nationally and locally.
- Assist with our Google news alert. Modify our search words so that we get better results to pre-populate our [news page](#).

Budget

The All-In Pittsburgh Initiative expects to budget **\$15,000** for a year-long, part-time commitment.

Guidelines and Requirements

This is an open and competitive process for a qualified freelance communications consultant and storyteller. The chosen applicant should demonstrate proven success as a storyteller and be able to collect



information from various outlets in order to stitch together a cohesive narrative around equitable development in Pittsburgh. Submissions will be accepted until Monday, March 4, 2019 at 5:00pm EST.

The proposal should include the following information:

- An up-to-date **resumé and cover letter**
- Samples of work in **storytelling/writing**, including work in telling the **stories of low-income communities, communities of color, and/or immigrant communities**, if applicable.
- **Budget breakdown** (demonstration of how time/budget will be spent on various aspects of scope)

Proposals can be submitted via email to allinpgh@gmail.com with "All-In Pittsburgh Communications Consultant/Storyteller" in the headline. The deadline to submit is Monday, March 4, 2019 at 5:00pm EST.

**The All-In Pittsburgh Equitable Development Collaborative is dedicated to equity and inclusion in the hiring process, and will be following our version of the Rooney Rule when reviewing proposals.*

We believe that Equitable development is a positive development strategy that ensures everyone participates in and benefits from the region's economic transformation—especially low-income residents, communities of color, immigrants, and others at risk of being left behind. It requires an intentional focus on eliminating racial inequities and barriers, and making accountable and catalytic investments to assure that lower-wealth residents:

- *live in healthy, safe, opportunity-rich neighborhoods that reflect their culture (and are not displaced from them);*
- *connect to economic and ownership opportunities; and • have voice and influence in the decisions that shape their neighborhoods.*