



Abortion Care Network
WE ARE STRONGER TOGETHER

Request for Proposals

Liberate Abortion Consultant

Key Dates:

- **RFP publication:** May 6, 2025
- **Submission Deadline:** 5pm ET, June 6, 2025
- **Application Review and Interviews:** June - July
- **Candidate Selection:** July 11, 2025
- **Project Start & End:** work begins in July 2025 and continues through March 2026

Organization Overview:

Founded in 2008, Abortion Care Network (ACN) is the national association for independent abortion care providers and their allies. ACN's mission is to build a sustainable future for abortion access by resourcing, connecting, and celebrating independent abortion clinics and their allies. Together, our network works to ensure the rights of all people to experience respectful, dignified abortion care.

Background:

In 2021, in response to the Supreme Court taking the *Dobbs v Jackson Women's Health* case and the anticipated possible overturning of *Roe v Wade*, the [Liberate Abortion](#) coalition was formed. More than 160 organizations joined the coalition, which was helmed by majority-BIPOC reproductive justice leaders. Several tables were formed in order to conduct issue- and expertise-specific work; one of these tables was the Narrative and Culture Change Table (NCCT). ACN staff and members were deeply involved in the work of the NCCT, which led to several public-facing efforts, including:

- Launched the Liberate Abortion [campaign](#) with an inclusive, inviting, multi-generational, action-oriented look-and-feel.
- Developed a messaging guide for coalition partners and a reporting guide for journalists. Both resources centered people who have, provide, and support abortions with nuance and humanity, shifting the public narrative away from harmful, dated language.
- In partnership with ACN, coordinated abortion provider appreciation day activities across organizations, tables, and disciplines, with highly visible activities throughout the U.S.

The coalition sunset its work in June of 2023, transferring digital assets, brand rights, and direction of the Narrative and Culture Change Table to Abortion Care Network.

The Project:

The ultimate goal of this project is to create a useful, consistent space for cross-movement collaboration in order to continue to change the narrative around abortion.

In collaboration with the ACN communications department, the selected consultant will provide expertise, guidance, and hands-on support in order to:

- Design and conduct a stakeholder process to inform the next phase of the Liberate Abortion Narrative and Culture Change Table.
- Work with ACN staff and key partners to create a structure, purpose, vision, and project plan for the NCCT.
- Evaluate and make recommendations for ACN's capacity in holding, leading, and/ or supporting the work of the NCCT moving forward.
- Support ACN staff in convening and facilitating two virtual meetings of interested NCCT members.
- Center ACN's [mission, vision, and values](#), staff and member capacity, and identified NCCT goals throughout the process.

Scope of Work:

The scope of the consultant's work will include, but is not limited to, the following:

- **Project planning:** The consultant will work closely with the ACN communications team to outline the full project plan, including the stakeholder process, assessments, strategic plan development, and the re-convening of the next iteration of the NCCT. Deliverables, timelines, and metrics will be developed as part of the project plan.
- **Capacity and Staffing:** The consultant will assess ACN's internal capacity and resources to support the NCCT's work. This includes evaluating current staffing structures, digital tools and resources, identifying capacity gaps, and recommending adjustments or resources needed to hold and advance this work effectively.
- **Stakeholder assessment:** The consultant will work with ACN communications staff to design the stakeholder process and will conduct stakeholder interviews.
- **Narrative table strategic plan development:** Using information gathered in the stakeholder process and in alignment with ACN's mission and capacity, the consultant will work with the ACN communications team to create a project plan for the NCCT.
- **Narrative table meeting facilitation:** In partnership with ACN staff, the consultant will help plan and facilitate two virtual NCCT meetings (one meeting to review assessment findings and suggested NCCT structure, and a second meeting to finalize the planning/ assessment process ahead of launching the next phase of the NCCT).
- **Liberate Abortion asset assessment and planning:** ACN acquired the rights to Liberate Abortion's digital assets, including the website, mailing list, social media

handles, branding materials, and more. The consultant will work with ACN leadership and the NCCT to determine whether and how to strategically use these assets.

- **Coordination, Documentation and Reporting:** Review the plan with key staff members and stakeholders, ensuring they understand progress, tasks, roles, and timelines. Prepare documentation that outlines the results of the stakeholder process, the determined vision, goals, and process for the NCCT, and any recommendations for long-term management and resilience strategies.

Budget

We are working with a maximum budget of \$50,000, carried over from the Liberate Abortion campaign. Please propose a project plan - including needs and expectations of ACN staff - that falls within the allocated budget.

Proposal Requirements:

To be considered, proposals must include the following:

- **Executive Summary:** A brief overview of the consultant's approach to the project, including their experience in this area and understanding of the organization's needs.
- **Qualifications and Experience:** A description of the consultant's qualifications, relevant experience, and examples of similar projects completed for non-profits, coalitions, or similar entities.
- **Approach and Methodology:** A description of the proposed approach, including how the consultant plans to develop the plan, conduct stakeholder assessments, and successfully work with remote staff and stakeholders. Include timelines, milestones, the information you will need from ACN to complete the plan, and any tools or frameworks you will use, as well as how you will use ACN's mission, values, and vision to guide the final decisions and the rationale behind those decisions in partnership with stakeholders.
- **Commitment from ACN:** Please indicate the cadence of meetings and the need for any in-person meetings with staff or key stakeholders that will be required to ensure success.
- **Team Members:** An overview of all individuals working with ACN to complete this project, including their qualifications, roles, and responsibilities.
- **References:** At least two references from organizations where the consultant has completed similar work, along with contact information.
- **Cost Proposal:** A detailed breakdown of fees, including hourly rates, estimated hours for each phase of the project, and any additional costs.

Additional Project Notes:

- **Meeting cadence:** To be determined based on the proposed plan.
- **Travel requirements:** At this time, we do not anticipate required travel.

Proposal Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- Relevant experience in project planning and stakeholder processes, particularly for coalitions and non-profit organizations.
- Experience working with reproductive health, rights, and justice organizations.
- Clarity and feasibility of the proposed approach.
- The alignment of the proposal with ACN's mission, vision and values.
- Expertise and qualifications.
- Cost-effectiveness of the proposal.
- Strong references and past clients.

Honorariums:

To acknowledge the time it takes you to apply for this project, we are offering a \$250 honorarium to anyone who:

1. Submits an [Intent to Apply form](#), and
2. Submits a complete proposal as detailed in this RFP by the deadline.

We have budgeted for 5 honorariums of \$250 each. Honorariums will be provided in order of receipt of the **INTENT TO APPLY form**, after we have confirmed your proposal submission is complete. If the number of applications for honorariums exceeds our ability to provide them, we will contact you once the deadline has passed to notify you of your eligibility for the honorarium.

Submission Instructions:

To be considered for the project, please:

1. Submit the [Intent to Apply form](#) (*this step is optional IF you do not want to be considered for the honorarium*)
2. Submit your proposal by email on or before **5pm ET, June 6, 2025**, to:

Sarah Parr
Executive Assistant
sarah.parr@abortioncarenetwork.org

Proposals must be submitted via email in PDF format with references included in the PDF.