**Request For Proposals**

**Colorado Domestic Violence/Sexual Assault Community Action Campaign**

**2016**

Sponsored by the Colorado Coalition Against Domestic Violence

and the Denver City Attorney’s Office

**Colorado Domestic Violence/Sexual Assault Community Action Campaign**

**Campaign Line**

**Campaign Overview:**

The Colorado Domestic Violence/Sexual Assault Community Action Campaign (the Campaign) is working to replicate the successful New Zealand Campaign for Action on Family Violence (areyouok.org.nz), designed as a social marketing project to change how New Zealanders think and act toward family violence. To achieve this goal, New Zealand’s campaign was designed to: 1) get the public talking about and recognizing family abuse in all its forms, and 2) instill a motivation and understanding of how to take action to prevent it. Post-campaign assessment found:

* Significant changes in how communities responded to family violence, (including a significant increase in people, particularly men, seeking help to change behavior);
* Increased accuracy in media reporting of the issues;
* A community sense that change is happening and the problem can be turned around;
* 1 in 5 people took action because of the campaign; and
* A simple, common message that violence is not ok but it is ok to ask for help, being used throughout New Zealand.

**Colorado’s Campaign will implement a successful social marketing campaign that eradicates social acceptance of domestic and sexual violence to effectively prevent future violence.** **The mission is to prevent domestic and sexual violence by changing how the community views and behaves toward the issues of domestic and sexual violence.** Based on research showing that community engagement can change social norms and on public will building models, the Campaign’s goal is that: Coloradan’s engage in building community intolerance of domestic and sexual violence; persons who choose to abuse understand that abuse is not the norm, will not be tolerated and that the expectation is they seek help to change; and bystanders intervene when abuse does occur. Colorado’s Campaign seeks to maximize and leverage the impact of expertise currently at work on the issues of domestic and sexual violence prevention and to create a community that collectively says “Domestic and Sexual violence is not okay, but it is okay to ask for help”. Unlike other initiatives that put the burden for change on survivors, this Campaign puts the responsibility on those who abuse to end the violence.

**Key Objectives of Colorado’s Campaign are to**:

1) Increase understanding of the issues and engage community in preventive action;

2) Create community specific responses to domestic and sexual violence;

3) Create a social climate that no longer tolerates domestic and sexual violence and supports

behavior change in our communities and for those who choose to abuse;

4) Decrease the incidence of domestic and sexual violence in Colorado.

Our goal is to launch the Campaign in January of 2017.

Colorado’s Campaign has two parts: 1) a broad statewide social change campaign, and 2) encouraging ownership and leadership of local Campaign initiatives, enabling communities across Colorado to customize messaging to resonate with and address domestic and sexual violence issues specific to their communities. The Campaign has a commitment to ensure Campaign initiatives are tailored to the needs of specific populations by integrating culturally and linguistically appropriate messaging, visuals, resources and community sponsored projects.

**Statewide Campaign Line Overview:**

The Campaign includes the following components: 1) Community education/awareness; 2) call to action; 3) community organizing around localized Campaign initiatives. The Campaign line is a key piece of the call to action.

The Campaign steering committee has determined that the best way to create a statewide Campaign line in Colorado is to support the expansion of an existing crisis and/or information line currently run by a community based domestic violence and/or sexual assault (DV/SA) advocacy and services organization. To that end, we are putting out this RFP to identify the organization with which the Campaign will work to bring this line to fruition. The Campaign and Campaign funding will support the equipment, staffing and staff training needs of this line, as well as the policy and procedure development and other associated needs. The initial contract for the Campaign line will be from August 15, 2016 – December 31, 2018. The Campaign intends to continue for multiple years and will consider a subsequent contract award based upon performance and availability of funds. The award amount for this initial RFP will not exceed $380,000 for the hiring and training of staff in 2016 and Campaign line implementation from January 2017 through December 2018.

Based on the experience of the New Zealand campaign, we anticipate an average of 350 calls to come into the Campaign line per month, during the first 2 years of the Campaign.

**Responsibilities:**

* Staff, operate, and manage the Campaign “information” Line 12 hours/day, 7 days/week
* Collect data on incoming calls to help evaluate the impact of the Campaign
* Refer callers to the appropriate resources/services (offender treatment providers, DV/SA organizations, emergency shelter, etc.) throughout Colorado
* Hire, train and supervise all Campaign line staff
* Help develop and implement all Campaign line related policies and procedures

**Requirements:**

You must:

* be a victim service organization in Colorado who can demonstrate robust advocacy and services for BOTH survivors of domestic and sexual violence,
* have an existing DV/SA crisis and/or information line that your program currently manages,
* be a non-profit in good standing with the State of Colorado, and
* show your capacity to expand your existing line.

**To Apply**: Your proposal should **not exceed 12 pages in 11 - 12 point font**. Requested attachments do not count toward the page limit. You may contact Ellen Stein Wallace ([dvcampaign@gmail.com](mailto:dvcampaign@gmail.com)) with questions. Your proposal must include the following elements.

1. A brief description of your organization, including:
   1. Mission and history
   2. Philosophy on prevention
   3. Are you currently doing any prevention work?
2. Your organizational experience managing a crisis/hotline/information line, including:
   1. How long your line has been in operation?
   2. Describe how the current line operates
      1. What type of line do you operate (crisis/hotline, information only, other)?
      2. What are the goals and objectives of your line?
      3. What hours is someone available to respond to callers?
      4. What happens to calls outside of the hours your line is staffed?
      5. Do you also have a chat feature?
      6. What type of phone system do you use?
      7. Do you have the capacity to transfer calls to other organizations?
         1. How do you transfer calls? Is it a warm hand-off?
      8. How is it staffed? (i.e. volunteers, coverage, qualifications, etc.)
      9. What are your current challenges with the line and how have you worked to overcome them?
      10. Who calls your line and how do you respond? Please include information regarding offenders, bystanders, friends and family who may call. *(basic triage and referral, provision of resources, full response and only transfer to local programs if necessary, etc.)*
      11. Equipment utilized.
      12. What redundancies do you have in place to ensure calls can be answered if your line goes down?
      13. What happens with unanswered calls?
   3. What policies and procedures guide the operation of the line?
   4. What is the annual budget for the crisis/information line? Describe in detail.
   5. How do you handle the cultural/linguistic and disability issues of callers to the line?
   6. Describe what, if any, data you collect and how it is collected and managed.
   7. What data resource(s) do you use for referring callers to appropriate services and how do you ensure the information is accurate?
   8. Is there any sharing of information between your program and other programs to which the caller is referred (to prevent caller from having to share story twice)?
3. Describe and demonstrate your organization’s capacity to expand your current line in order to respond to calls generated by the Campaign
   1. Do you have the appropriate physical infrastructure and management systems (financial, human resources) to support this expansion?
4. How would you design and structure the proposed Campaign line and how would you incorporate it into your organization? Please address what challenges you foresee and how your organization plans to address them.
5. Outline the organizational requirements to achieve this expansion. Please include what you foresee as needs in the following areas:
   1. Staff
   2. Equipment
   3. Training
   4. Budget
   5. Policy/Procedure development
   6. Space
   7. Other
6. Provide any other information you feel would be pertinent to the Campaign’s decision about your capacity to run the statewide Campaign line.

Please include the following attachments with your proposal:

1. Organizational chart
2. Current crisis/information line staff job descriptions
3. Most recent year end financials
4. Proposed Campaign line budget
5. Written non-discrimination policy

By submitting this proposal, you attest that you are a 501 (c) 3 organization in good standing, are governed and abide by current bylaws, and have the authority to enter into a contract to provide these services.

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Executive Director Signature Date

**Submission Deadline:** Friday,June 3, 2016 at 11:59 p.m.

**Please submit your proposal to:**

Ellen Stein Wallace, Campaign Manager

[dvcampaign@gmail.com](mailto:dvcampaign@gmail.com) (include “Campaign Line” in your subject line)

**Basis for Award of Contract:**  The Campaign line working committee will review all complete proposals (all questions answered, all attachments provided) which are submitted by the deadline. Award will be made based on the proposal that demonstrates the best capacity to successfully implement the Campaign line for a fair price.

**Decision Timeline:**

Our plan is to award a contract for the Campaign line by the end of July, 2016. August through November will be spent developing the needed infrastructure (including hiring needed staff) to expand the program’s existing crisis/information line. Training of new staff will take place in December to be prepared for the Campaign launch in January of 2017.