



REQUEST FOR PROPOSALS (RFP)

Strategic Communications Consultant

Lift to Rise seeks proposals for Strategic Communications Consultant.

Lift to Rise is the backbone non-profit organization of a collaboration of more than 70 partners, including private and public sector leaders and community advocates, working on a bold plan to radically increase housing stability and economic mobility for everyone in the Coachella Valley in eastern Riverside County, California. The We Lift: Coachella Valley Housing Catalyst Fund (“the Catalyst Fund” or “the Fund”) is an innovative regional fund that deploys flexible, low-interest loans towards community-prioritized affordable housing projects that are stalled due to financing gaps.

Lift to Rise was recently awarded \$5 million in Regional Early Action Planning (REAP 2.0) funds from the Southern California Association of Governments (SCAG), through funding from the State of California. All projects funded by REAP 2.0 must meet its primary objectives, which are to accelerate infill housing development, reduce VMT, increase housing supply at all affordability levels, and affirmatively further fair housing. Lift to Rise is seeking consultants to support the implementation of this grant, with all technical work required to be completed by June 30, 2026. No U.S. government funds are part of this grant. More information about the Fund is available at <https://lifttorise.org/we-lift/>.

Need Statement:

To enhance public engagement and transparency, Lift to Rise requires a Strategic Communications Consultant to execute a refresh of Fund brand assets and materials, produce educational materials, and support community outreach efforts. The Consultant shall assist in-house Lift to Rise communications staff with shooting and editing educational video content about the Catalyst Fund’s operations and impact, graphic design of educational materials and collateral, marketing of loan products, strategic messaging around Fund purpose and loan availability, as well as an updated brand identity for the Fund. The brand identity update will encompass revisions to the logo, messaging, style guide, photography and video assets, web page design, pitch decks and designed infographics on Fund performance.

Specifications/Qualifications Desired:



- Minimum of five years of experience in nonprofit communications, marketing, or public relations, and video production and editing.
- Expertise in strategic messaging, branding, and stakeholder engagement.
- Proven track record in developing outreach and educational materials.
- Experience managing public relations and digital communication campaigns.
- Strong project management skills and ability to work collaboratively with diverse stakeholders.

Activities/Deliverables Required by REAP 2.0 Grant:

- Outreach and educational materials (flyers, one-sheets, posters, videos, and presentations)
- Updated logo
- Updated messaging
- Updated style guide
- Updated photography and video assets
- Updated web page design
- Pitch decks and designed infographics on Fund performance

Desired Outcomes:

- Increased public awareness and engagement with the Catalyst Fund through targeted outreach campaigns, strategic messaging, and interactive communication channels that build community support.
- Educational video content about the Catalyst Fund's operations and impact.
- Well-designed educational materials and collateral.
- A cohesive and impactful brand identity for the Catalyst Fund, reinforcing Fund credibility, strengthening donor relationships, and improving public perception.
- Enhanced outreach materials and communication strategies that effectively convey the mission, objectives, and successes of the Catalyst Fund, increasing engagement among key stakeholders, policymakers, and community members.

Budget Range: \$128,000 to \$138,000

Submission Requirements: 1) Proposal detailing relevant experience, no more than 5 pages, submitted as Microsoft Word or PDF document; 2) Cost breakdown of proposal; 3) Submit to info@lifttorise.org with Subject Line "Proposal for Strategic Communications Consultant."

Submission Deadline: April 11, 2025



Selection Process: Lift to Rise will assess all proposals through a competitive procurement process based on predetermined criteria, including price, quality, experience, and delivery timeline.

Contact Information: info@lifttorise.org. No phone calls please.