

Request for Proposal (RFP)

Freelance Justice Mobilizing Content Creator

World Renew seeks to engage a freelance *content creator* to support the goals of *World Renew's Constituent Justice Mobilizing Program*.

World Renew, an agency of the Christian Reformed Church in North America (CRCNA), is a nonprofit, international development and disaster response organization with home offices in Burlington, Ontario (Canada) and Grand Rapids, Michigan (USA).

Background:

World Renew's constituency justice mobilizing program (CJM) supports U.S. churches in their call to advocate for Biblical justice. Our current projects focus on the topics of (1) creation care and climate change, (2) helping church members to deepen their understanding of the intersection of faith and advocacy, and (3) addressing underlying causes of hunger. These projects mobilize grassroots participants to take action by: creating education events in their communities and churches, advocating to lawmakers, sharing justice focused worship resources with church leadership, and making measurable strides on creation stewardship as churches and individuals. Most of our new participants in these projects have come through person to person engagement and in the next 12 months we are hoping to increase the visibility of these projects online in a way that directly results in:

- a measurable increase in our number of engaged partners,
- expanding our library of creative faith based social justice content and resources

Key Objectives:

1. Increased visibility of CJM projects, online, in earned media, in partner newsletters, and in social media channels among current and new constituencies resulting in:
 - An increase in the number of people who sign up as partners on specific projects
 - An increase in the number of churches who utilize World Renew's CJM resources
 - An increase in the number of individuals who do online advocacy actions, especially on the topic of creation care

2. Enrich current messaging and resources and create new resources that support CJM project goals through writing and placing:
 - Success stories that raise online profiles of regional organizers
 - Articles that connect the value of faith based advocacy as critical to the success of World Renew existing international relief and development projects
 - Articles that connect the value of faith based advocacy to U.S. church and community based volunteer relief and development programs
 - Devotions, blogs, prayers, worship materials, and bible study resources that help inspire users to live justly
 - Templates and drafts of op-eds and brief statements on specific justice issues to that can be used regional organizers, grass tops partners, and World Renew staff

Timeline and remuneration:

The budget for this opportunity is \$35,000 for 12 months. A monthly invoice must include progress on the key deliverables. Our desired contract period is September 2020-August 2021. Specific deliverables will be discussed and agreed upon with the successful finalist.

Please indicate your budget or pay rate in your proposal.

Requirements

The freelance content creator writer must be a highly proficient writer with English language fluency and a background in working with advocacy organizations, social media, and highly experienced in writing from a Christian perspective. The content

creator must be proficient in Google Docs and tools for creating social media images. The content creator must have his/her own computer equipment, and communications equipment (telephone, Zoom, internet access, e-mail account).

Please submit 1) a letter of interest that outlines your qualifications, your availability, 2) your current CV/resume, and 3) a sample of your writing (no more than two pages, a current or recent writing example that you alone were responsible for producing) on or before August 21 to World Renew attention: Laura Chiarot at Ichiarot@worldrenew.net

All three documents must be submitted at the same time in 1 (one) PDF document for your proposal to be considered (in other words, your submission must include your current CV or resume, a letter of interest and a current writing sample, together in 1 (one) PDF document). Thank you!