

Request for Proposal (RFP)

<p>RFP: Book Impact Producer</p>	<p>Proposal Due By: January 15, 2024</p>	<p>Narrative Initiative</p>
<p>Project Overview: The Book Impact Project role will be supervised by and report to the program manager for author support at Narrative Initiative. This pilot project will generate innovative models for maximizing the social impact of books to engage readers in both communities that are directly impacted by the chosen campaign book and communities often overlooked by traditional publishing. Our goal is to connect them to books, authors, fellow readers, and organizations with ideas and strategies to achieve progressive social change. Narrative Initiative is launching the Book Impact Project with a focus on campaigns that appeal to the personal and political interests of immigrant communities, people who care about immigration (yet may not be as versed in the overlapping nature of abolition) and care about abolition (yet don't readily recognize how immigration correlates), younger communities in labor movements, and those seeking opportunities to engage in organizing action. Narrative Initiative will contract an Impact Producer to develop a robust impact strategy that includes targeted organizing and audience engagement campaigns for an author-publisher collaboration for <i>Unbuild Walls</i> by Silky Shah, publishing in May 2024 (Haymarket Books).</p>		
<p>Project Goals:</p> <ul style="list-style-type: none"> • Create an impact strategy that leverages the creative nonfiction title <i>Unbuild Walls</i> to shift the public conversation on immigration detention and related policies in collaboration with the book's principle stakeholders • Recruit an Impact Producer with a background in impact production; content strategy and analysis; and mobilizing broad constituencies and stakeholders, including individuals, movement workers, policymakers etc. for cohesive campaigns on social change • Build list of contacts and relationships with movement, social, and education spaces for this and future campaigns/programming in line with Narrative Initiative's mission of employing narrative change towards a multiracial democracy • Establish a 5-month book campaign model for the Book Impact Project as a basis for active engagement with readership for social change narratives including racial & criminal justice themes/discussions • Implement campaign model and establishment of aims on reaching an expanded readership for the title <i>Unbuild Walls</i> by Silky Shah • Measure and analyze overall impact of campaign for leveraging efforts towards social change. This would be analyzed alongside publisher's promotion for adjustments and recorded as part of Narrative Initiative's publishing intervention programming 		
<p>Scope of Work:</p>		

- Narrative Initiative hires Impact Producer in 2024 for a role established under a 9-month project/budget, including a separate activities budget.
- Impact Producer facilitates a brain trust with key stakeholders invested in the book's impact strategy.
- Impact producer develops detailed audience profiles and personas for readers of Silky Shah's book *Unbuild Walls* and establishes measurable goals for engagement and execution of plan post-publication.
- Impact Producer will initiate landscaping and narrative analysis to build an approach to locating the right organizational partners, geographies, and communities for the campaign.
 - Questions the Impact Producer should seek to answer are: What are the book's strengths? How can it be used to amplify organizing and policy-related efforts to shift the public conversation on immigration? What are the vulnerabilities? How might the opposition position this book in its framework? Who should have a stake in this book and the position/argument presented? Who currently has a stake in this book and its position/argument? What does the terrain look like for this discussion? How does the author's analysis align with audience viewpoints?
- Impact Producer will supply a detailed campaign by March 1, 2024 for implementation prior to and post-publication of *Unbuild Walls*.
- Impact Producer will oversee coordination of events alongside Narrative Initiative, author, and publisher.
- Impact Producer will provide Narrative Initiative all necessary documentation relevant to the Book Impact Project including contacts made, analysis, research & budgeting records, recommendations/observations, etc. during and upon completion of project.

Evaluation Metrics and Criteria

Narrative Initiative will evaluate bidders and proposals based on the following criteria:

- Demonstrated interest, background, and intellectual curiosity in activism and the racial justice, criminal justice, and/or immigration landscape, and established connections within these area(s)
- Demonstrated experience in movement building work with immigrant communities and communities of color
- Ability to manage a multi-stakeholder impact project by developing clear systems and structures to track progress
- Deep interest and focus in audience orientation, engagement, and expansion
- Background in program and impact evaluation, ability to process the indicators of success and failure on a pilot project

- Samples and/or case studies from previous or similar projects of impact production or campaign creation
- Administrative and digital proficiency in programs like Google Workspace, Microsoft Office/OneDrive, etc., and various meeting software
- Copywriting/communications experience; knowledge of how to utilize and innovate traditional marketing channels, communications tactics, and outreach strategies towards synthesizing audiences around topics of interest

Submission Requirements

- Cover Letter
- Resume (or CV) with references
- 1-2 page Proposal (Proposal should respond to the following questions: How would you approach creating a strategy for a book like [*Unbuild Walls*](#) (that challenges/explores the origins of US criminalization of Black & Brown and immigrant populations)? What networks and connections do you currently have to bring to this project? What similar work have you done before (i.e. have you been an impact producer or organizer for events)? What is your estimated budget for this role?

Full Project Due By: **November 1, 2024**

Contact: Jennifer Baker

Email: info@narrativeinitiative.org