



State and Outreach Leads - 2017 and 2018

Request for Proposals

The Choose Clean Water Coalition is selecting two-year state and outreach leads for 2017 and 2018. The Coalition intends to fund state leads in Maryland, Pennsylvania, Virginia, and West Virginia and outreach leads in Delaware and New York. State leads are funded at \$20,000 per year. Outreach leads are funded at \$5,000 per year. The Coalition has \$90,000 to pass through for state and outreach lead work in 2017 and anticipates we will have similar funding for 2018. State and outreach lead selections will be made by the steering committee upon recommendation from the staff.

State and outreach leads are vital to the success of the Coalition. The Coalition leads play an integral role in connecting the larger Coalition to the state and local level in order to address water quality throughout the Bay watershed. The leads play a significant role in increasing the strength of the Coalition by focusing on member engagement and recruiting new members. They also lead our on-the-ground policy and advocacy campaigns in their state.

The following are the requirements for the state lead position:

- Select one primary staff contact who will take on the Coalition work;
- Create a two-year work plan with Coalition members throughout the state in order to achieve policy priorities and goals within the state, while furthering the policy priorities of the Coalition;
- Collect success stories from the Coalition members in your state;
- Coordinate and drive strategy to ensure adequate funding and strong implementation of programs in order to reach clean water goals;
- Engage and recruit new members;
- Regularly convene Coalition members within the state;
- Participate in all Coalition work groups and calls to maintain a robust knowledge of the Coalition and its activities. This includes monthly campaign calls, monthly webinars, policy work groups, and state/outreach lead calls;
- Attend all primary Coalition events including the Coalition's Annual Conference, Annual Meeting (if held), and Chesapeake Bay Day on Capitol Hill.

The following are the requirements for the outreach lead position:

- Select one primary staff contact who will take on the Coalition work;
- Create a two-year work plan with Coalition members throughout the state in order to achieve policy priorities and goals within the state, while furthering the policy priorities of the Coalition;

- Engage and recruit clean water supporters;
- Coordinate and drive strategy to ensure adequate funding and strong implementation of programs in order to reach clean water goals;
- Conduct strategic outreach to educate the public and stakeholders in order to build support for clean water initiatives at the state and local level;
- Participate in monthly campaign call and state/outreach lead call and in-person state/outreach lead meetings;
- Delaware: Participate in steering committee calls and in-person meetings;
- Attend all primary Coalition events including the Coalition's Annual Conference, Annual Meeting (if held), and Chesapeake Bay Day on Capitol Hill.

If your organization wants to be considered for the role of state lead or outreach lead for 2017 and 2018, please submit your application by November 11, 2016 to Chante Coleman, colemanc@nwf.org. Applications should not exceed two pages and should include answers to the following questions.

1. Who is the primary contact for Coalition work? Please remember, this person will be responsible for all of the requirements listed above.
2. Why is your organization the best choice for state or outreach lead in your state?
3. What do you want to achieve in your state in the next two years?
4. How will you work with Coalition members in your state to draft a two year plan and accomplish the goals listed in question 3?
5. For state leads, how will you strengthen relationships with members and increase engagement? How do you plan to maintain clear channels of communication in order to engage members? What is your plan for members who are not engaging?
6. For outreach leads, where can the Coalition membership be developed? How will you recruit new organizations and grow the membership base in your state? How will you build relationships with prospective members? Why will these strategies be effective?
7. What do you see as the biggest opportunity to further clean water goals in your state in the next two years?
8. What is the number one thing the Coalition can do to be more effective?