

Choose Clean Water Coalition DC Coalition Lead

Request for Proposals

The Choose Clean Water Coalition is seeking proposals for an eight-month Engagement Lead for Washington DC. This Engagement Lead will be funded at \$13,500 from August 1, 2024 to March 31, 2025. The intent is for this position to become an annual ongoing role within the Coalition State Lead structure. The selection will be made by the Coalition's Steering Committee upon recommendations from the staff and review committee. Applicants may also be asked to do a phone screen with Coalition staff.

Since 2009, the Choose Clean Water Coalition, hosted by the National Wildlife Federation (NWF), has worked to harness the collective power of more than 300 local, regional and national organizations to advocate for healthy communities, habitats and clean water across the Chesapeake Bay watershed. By working together towards a common goal, we are more powerful and effective in our work toward clean water than we would be individually. In collaboration with our Coalition Leads we help to build the internal capacity of our members to achieve their missions, as many of these organizations are small nonprofits who would otherwise not have the capacity to participate in larger campaigns. By working with our Coalition Leads, the Coalition is not only able to bring our members together, but provide them with the resources that they need to be successful in implementing coordinated strategy, such as communications and outreach support.

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

This is the first time in Coalition history that we will have an organization coordinating local and federal action for clean water in DC. The DC Lead will lead workgroup meetings and communications with our DC members, addressing missed and new solutions to solve environmental injustices, public health issues, inequitable public access, and poor water quality issues throughout the District.

Requirements for the Engagement Lead in Washington, DC:

- Organizations applying must be Choose Clean Water Coalition members based in the District of Columbia and/or work in the District on local water policy. Organization must also work throughout the entire District;
- Select one primary staff contact who will take on the Coalition work. Primary staff contacts must have experience in advocacy, strategic thinking, and stakeholder engagement;
- Create a work plan with Coalition members that will guide the Coalition's outreach and engagement strategies. The work plan is flexible, yet achievable and designed to

enhance member organization capacities to meet policy priority goals for DC, while furthering the mission of the Coalition;

- Conduct strategic outreach to educate the public and stakeholders in order to build support for clean water initiatives at the local level and to develop a DC workgroup;
- Coordinate and drive strategy through monthly Coalition member DC calls to ensure adequate funding and strong implementation of clean water programs in order to reach clean water goals;
- Write two-member highlight blogs to recognize local success stories from Coalition members in DC;
- Convene one in-person DC Coalition member meeting;
- Increase awareness about the [DEIJ Action Guide](#) to Coalition members. Support work that will incorporate aspects of the DEIJ Action Guide within your organization where applicable;
- Participate in monthly federal update calls, Coalition Lead calls, Coalition Lead in-person retreats and other meetings as needed;
- Attend all primary Coalition events including the Coalition's Annual Conference and Chesapeake Bay Day on Capitol Hill. Leads will work with the federal affairs contractor to schedule meetings with legislators on Lobby Day.

If your organization wants to be considered for the role of the DC Lead for August 2024-March 2025, please submit your application by May 10, 2024 at 5pm to Sara Ramotnik, ramotniks@nwf.org. Applications should be no more than 2-3 pages and should include answers to the following questions:

1. Who is the primary contact for Coalition work and why will they and your organization be a good fit? Please remember, this person is responsible for all of the requirements listed above.
2. What does your organization consider the top 3 clean water priorities in the District?
3. How does your organization currently engage/partner with other groups across the District and/or coordinate groups currently?
4. How does your organization currently engage with decisionmakers and elected officials?
5. Name two opportunities and two barriers that you foresee as you carry out your clean water goals in 2024. Briefly explain what type of support you will need to overcome these barriers.
6. Given this is a new position, how will you recruit new and diverse organizations to grow the membership base in your state? Why will these strategies be effective?

7. For the Engagement Lead, how will you strengthen relationships with Coalition members to engage in our work? How do you plan to maintain clear channels of communication in order to engage members?
8. Briefly explain how your work will incorporate diversity, equity, inclusion and justice (DEIJ) and how DEIJ outputs and outcomes will be monitored and evaluated.

If you have questions about this RFP, please reach out to Sara Ramotnik at ramotniks@nwf.org.