Request for Proposal for Consulting Services

POSITION: Advocacy Training Consultant

CONTRACTING ENTITY: Helen Keller International
Guided by the remarkable legacy of its co-founder, Helen Keller, Helen Keller Intl partners with communities that are striving to overcome longstanding cycles of poverty. By delivering the essential building blocks of good health, sound nutrition and clear vision, we help millions of people create lasting change in their own lives. Working in more than 20 countries – across Africa, Asia, Europe and the United States – and together with a global community of supporters, we are ensuring every person has the opportunity – as Helen did – to reach their true potential.

PLACE of PERFORMANCE: Remote.

DURATION and TIMEFRAME
Approximately 32 days of involvement are anticipated between September 2023 through January 2024, with potential extension of the end date to support a regional, in-person advocacy training.

SCOPE of WORK
Helen Keller launched its first ever Advocacy Unit to build and implement an advocacy strategy to leverage our on-the-ground experience in over 20 countries to affect policy outcomes. Helen Keller is seeking to contract a consultant to partner with the Director of Advocacy to develop a training toolkit to facilitate internal capacity strengthening for advocacy and support Helen Keller country offices to develop their own advocacy strategies. In completing the advocacy training toolkit, Helen Keller staff should have a clear understanding of how to conduct policy and stakeholder analysis, how to map the policymaking process and influence it, how to develop advocacy messages, and be equipped to build support among policymakers and governments.

In addition to developing an advocacy training toolkit for Helen Keller staff, the consultant will produce an introduction to advocacy training module that can be delivered to grasstops stakeholders, such as Helen Keller senior leadership and board members.

The scope of work includes:
- Review Helen Keller’s programs portfolio, consult with key programs staff, and clarify advocacy capacity strengthening needs.
- Produce an outline of the staff training module for review and input from Helen Keller’s advocacy unit.
- Develop training modules comprised of a training facilitation guide, PowerPoint presentations, and template handouts/worksheets that can be adaptable to different contexts.
- Facilitate a virtual training workshop for a small group of Helen Keller programs or country staff and write up a lessons learned report.
- Produce an outline of an introduction to advocacy presentation to support senior organizational leadership and board members and best-practices brief for Helen Keller board members.
• Develop an introduction to advocacy presentation and best-practices brief.
• Travel to Helen Keller Africa Regional meeting (tentative date and location: Q1 of calendar year 2024 in Dakar, Senegal) to facilitate a training workshop for Helen Keller Africa regional staff and write up a lessons learned report.
• Finalize training toolkit, introduction to advocacy presentation, and best-practices brief.

QUALIFICATIONS and EXPERIENCE
• Specific technical expertise and training experience in an area relevant to the proposal as represented by:
  o Bachelor’s Degree (Master’s Degree preferred) in public health, public policy, or other related field.
  o Knowledge of Helen Keller program areas, such as global maternal & child health, nutrition, or food systems.
  o At least 8-10 years of experience designing and/or leading advocacy campaigns and initiatives, including experience working with diverse, multinational teams.
  o Or equivalent combination of education and experience.
• Experience developing and delivering training/educational content for local advocates and civil society actors.
• Experience working with governments at the national/regional level, particularly in Africa and/or Asia.
• Computer literate and proficient with Microsoft Office products (Word; Excel; and PowerPoint).
• Fluency in English required. French language skills are a plus.

SPECIFIC REQUESTS for INFORMATION
Please describe the nature of your education and experience and why it is well suited to the nature of the work described above. In particular, please be sure to address the qualifications and experience listed above and comparable project work.

In addition, please provide:
• CV
• Cover letter and expected daily rate
• Sample of previous work
• Three references who may be contacted by Helen Keller Intl. These references should be clients or employers for whom you have provided similar services.

Please submit your proposal to consultants.recruitment@hki.org noting the title “Advocacy Training Consultant” in the subject line. The deadline to submit a proposal is August 14, 2023.

EVALUATION and AWARD PROCESS
This RFP is open to all persons or entities that are deemed capable of implementing the scope of work, with a solid record of integrity and business ethics.

The award will be made to the Seller representing the best value to the project and to Helen Keller. For the purpose of this RFP, price, delivery, technical and past performance are of equal importance for the purposes of evaluating and selecting the “best value” awardee.

In the spirit of our founder and namesake, Helen Keller places diversity and partnership at the core of our work.
We encourage small minority, women, or veteran-owned businesses to submit proposals.