



REQUEST FOR PROPOSALS (RFP)

Campaign Coordinator

Issued By: Pennsylvania Policy Center

Release Date: Friday, July 7, 2026

Proposal Due Date: 5:00 PM Friday, July 24

Contract Term and Termination: The anticipated contract term is August 2026 through October 2026.

Subject to organizational needs, funding availability, campaign timelines, and performance, the contract may be extended through December 2026.

Either party may terminate the contract, with or without cause, upon fifteen (15) days written notice to the other party.

In the event of termination, the contractor shall be compensated for approved services rendered and deliverables completed through the effective date of termination.

Pennsylvania Policy Center (PPC) provides shared staffing and operational support for affiliated advocacy initiatives carried out in partnership with Pennsylvanians Together in Action (PTIA). This engagement supports the PA Healthcare Heist Accountability Campaign, a targeted advocacy campaign focused on elevating the voices of Pennsylvanians affected by rising healthcare costs and federal healthcare cuts, while advancing a broader affordability agenda.

The selected contractor will work collaboratively with PPC staff who support both organizations to coordinate and implement campaign activities, including public engagement, accountability actions, storyteller recruitment, coalition coordination, and earned media opportunities across targeted congressional districts.

Contracting Entity: The selected contractor will enter into a contract with Pennsylvania Policy Center (PPC), which will serve as the contracting and administrative entity for this engagement. Although this project supports advocacy activities conducted in partnership with Pennsylvanians Together in Action (PTIA), PPC will administer the contract and serve as the primary point of contact for contractual matters.

ABOUT PENNSYLVANIA POLICY CENTER

Pennsylvania Policy Center (PPC) is a statewide public policy research, communications, and advocacy organization dedicated to helping Pennsylvanians understand how policy decisions impact their daily lives and what we can do together to build a Commonwealth where everyone can thrive.

Through research, public education, strategic communications, coalition building, and advocacy, PPC advances policies that expand economic opportunity, strengthen public services, promote tax fairness, and build a more inclusive democracy.

As part of this work, PPC provides shared staffing and operational support to affiliated advocacy initiatives, including those led by Pennsylvanians Together in Action (PTIA).

ABOUT PENNSYLVANIANS TOGETHER IN ACTION

Pennsylvanians Together in Action (PTIA) is a statewide advocacy organization dedicated to building a Pennsylvania where everyone has the freedom and opportunity to thrive.

We bring together community members, advocates, faith leaders, workers, and partner organizations to advance policies that lower costs, expand economic opportunity, strengthen healthcare access, protect our democracy, and ensure that government works for everyday Pennsylvanians—not just wealthy special interests and powerful corporations.

Through public education, grassroots engagement, strategic communications, coalition building, and accountability campaigns, PTIA works to elevate the voices of Pennsylvanians and build the public support necessary to advance policies that create a more affordable, equitable, and prosperous Commonwealth for all.

PROJECT OVERVIEW

The campaign will utilize earned media, storytelling, accountability actions, voter engagement, digital communications, and coalition partnerships to advance a broader affordability narrative.

The selected contractor will serve as the Campaign Coordinator and work under the direction of the Executive Director or her designee. The contractor will collaborate closely with staff supporting PPC and PTIA, including Communications; Research, Policy and Legislative Strategy; and Outreach and Partnerships staff, to coordinate campaign planning, implementation, and stakeholder engagement.

Applicants should have experience working within advocacy, public policy, issue or accountability campaigns, electoral, labor, or community organizing environments and be familiar with applicable compliance considerations.

The contractor will report to the Executive Director or her designee and collaborate closely with staff supporting PPC and PTIA to ensure alignment across campaign planning, communications, policy, and outreach activities.

Pennsylvania Policy Center anticipates hiring a Campaign Director during the project period. Contractors responding to this RFP are welcome to apply separately for the Campaign Director position. Submission of a proposal under this RFP will not affect consideration for the Campaign Director role, and applicants may be considered for both opportunities.

TARGET GEOGRAPHY

The campaign will focus on four congressional districts:

- Pennsylvania Congressional District 1
- Pennsylvania Congressional District 7
- Pennsylvania Congressional District 8
- Pennsylvania Congressional District 10

Residency within, or proximate to, one of the target congressional districts is preferred but not required.

PROJECT GOALS

The Campaign Coordinator will support efforts to:

- Localize the impact of federal healthcare cuts and rising healthcare costs.
- Highlight the economic impacts of key policy decisions on Pennsylvanians
- Elevate the voices and experiences of impacted Pennsylvanians.
- Generate earned media and public engagement opportunities.
- Coordinate district-based accountability efforts.
- Strengthen relationships with community partners and stakeholders.
- Advance a broader affordability narrative leading into and beyond the 2026 election cycle.
- Work with existing systems and develop new ones to support our campaigns and organizational goals.

SCOPE OF WORK

The selected contractor will serve as Campaign Coordinator for the PA Healthcare Heist Accountability Campaign and will be responsible for campaign planning, coordination, implementation, stakeholder engagement, and transition support.

Working in partnership with staff supporting PPC and PTIA, the contractor will:

Campaign Planning and Coordination

- Develop and maintain a campaign work plan, implementation timeline, and project tracking systems.
- Coordinate campaign activities across four targeted congressional districts.
- Participate in regular planning and strategy meetings with staff supporting PPC and PTIA.
- Monitor campaign progress, identify opportunities for engagement and earned media, and recommend adjustments as needed.

District-Based Campaign Implementation

- Plan, coordinate, and support at least one meaningful public engagement, accountability, visibility, or earned-media generating activity each month in each of the four targeted congressional districts.
- Ensure that district-based activities are designed to generate earned media coverage and/or measurable public visibility.
- Work with staff supporting PPC and PTIA to implement coordinated statewide campaign moments and national campaign priorities when applicable.
- Coordinate and manage event logistics, partner engagement, volunteer participation, and follow-up activities as appropriate.

Storyteller Recruitment and Engagement

- Recruit and support campaign storytellers willing to share their experiences publicly.
- Assist with preparing storytellers for media opportunities, public events, and advocacy actions.
- Coordinate collection and documentation of stories related to healthcare affordability, healthcare access, Medicaid, ACA coverage, and related issues.
- Work with staff supporting PPC and PTIA to amplify storyteller content through earned, paid, and digital media.

Coalition and Stakeholder Engagement

- Build and maintain relationships with coalition partners, community organizations, healthcare advocates, local leaders, and stakeholders.
- Participate in coalition meetings and campaign coordination calls.
- Facilitate communication between local partners and campaign leadership.
- Support recruitment of validators and campaign participants.

Communications Coordination

- Work closely with communications staff supporting PPC and PTIA to identify earned media opportunities.
- Assist with media events, opinion pieces, letters to the editor, press outreach, and rapid response opportunities.
- Support amplification of campaign content through digital communications and social media.
- Coordinate with communications staff to ensure campaign activities align with broader organizational messaging and strategy.

Transition and Knowledge Transfer

- Maintain campaign documentation, timelines, stakeholder lists, and project records.
- Track and report on activities and results
- Develop materials and recommendations for future use
- Ensure continuity of campaign activities, relationships, and institutional knowledge

DELIVERABLES

At a minimum, the selected contractor will provide:

- Campaign work plan and implementation timeline.
- At least four district-based engagement, accountability, visibility, or earned-media generating activities per month (one in each target congressional district).
- Recruitment and support of at least three campaign storytellers during the contract period.
- Weekly written progress reports summarizing activities, media coverage, partner engagement, and campaign metrics.
- Regular updates regarding campaign actions, media opportunities, and partner engagement.
- Stakeholder and partner engagement tracking.
- Final project report summarizing activities, outcomes, lessons learned, and recommendations.

DESIRED QUALIFICATIONS

Applicants should demonstrate:

- Experience managing advocacy, issue, labor, electoral, community, or public policy campaigns.
- Experience planning and executing public events, accountability actions, and public engagement strategies.
- Strong project management and organizational skills.
- Experience working with media, storytellers, coalition partners, and community stakeholders.
- Familiarity with Pennsylvania politics, policy, and advocacy landscapes.

- Strong written and verbal communications skills.
- Ability to work independently while collaborating across multiple teams and stakeholders.

Preference will be given to applicants who:

- Reside within or near to one of the target congressional districts.
- Have experience working on healthcare, affordability, economic justice, or public policy issues.
- Have existing relationships within target communities.

PROPOSAL REQUIREMENTS

Interested applicants should submit their proposal using the [online application form](#) and including the following:

- Organizational or consultant overview
- Relevant experience and qualifications
- Proposed approach to campaign management and implementation
- Preliminary work plan and timeline
- Proposed budget and fee structure
- Two to three professional references

BUDGET

Applicants should propose a fee structure that reflects the scope of work and anticipated level of effort for this engagement.

Proposals may be structured in a variety of ways, including but not limited to:

- Hourly rate
- Monthly retainer
- Fixed monthly fee
- Hybrid model (e.g., a monthly retainer with hourly billing for additional work)

Applicants should clearly describe:

- Their proposed fee structure and pricing.
- The anticipated level of effort, including whether the proposal reflects a part-time, full-time, or team-based approach and the estimated hours per week or month.
- Any assumptions regarding meetings, planning, coordination, reporting, or other professional services included in the proposed fee.
- Any additional professional service costs that would be billed separately, if applicable.

Applicants are not expected to include campaign implementation costs, such as event expenses, advertising, printing, travel related to campaign activities, or other operating expenses, in their proposed budget. PPC will manage those costs separately. The proposed budget should reflect only the applicant's professional services and related staffing costs.

SELECTION CRITERIA

Proposals will be evaluated based on:

- Relevant experience and qualifications.
- Understanding of campaign goals and objectives.
- Quality and feasibility of proposed approach.
- Demonstrated ability to manage and execute advocacy campaigns.
- Capacity to work collaboratively with staff, partners, and stakeholders.
- Budget and overall value.
- Knowledge of Pennsylvania communities and advocacy landscape.

PPC reserves the right to reject any or all proposals, negotiate scope and budget, and select the proposal that best meets organizational needs.

Equal Opportunity

Pennsylvania Policy Center is committed to fostering an inclusive and equitable contracting process. We encourage proposals from qualified consultants, firms, and organizations of all backgrounds and do not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity or expression, national origin, age, disability, veteran status, or any other characteristic protected by applicable law.