

# Consensus

*“We put the public in public policy”*

## **Consensus**

Request for Proposals

### **Background**

Kansas City Consensus (DBA Consensus) is a 501(c)3 nonprofit organization specializing in putting the public in public policy. Consensus has years of experience in constructive public engagement, helping to find solutions to even the most contentious issues. Consensus conducts research, provides the results in clear language, and designs processes that help people come to agreement. Its work generates trustworthy information for leaders who must decide what actions to take.

Founded in 1984, Consensus has convened residents to study a range of issues. Its studies have resulted in new and improved programs, and legislation at the local and state level. In the 1990s, it conducted a regional strategic planning project that engaged thousands of citizens in identifying a vision and goals that could unite the metro area.

Notable recent metro area Consensus projects include:

- **Creating Community Solutions KC:** Consensus served as project director for the national dialogue on mental health from 2013 - 2017.
- **Health Care Foundation of Greater Kansas City (now Health Forward Foundation):** led public engagement of uninsured and underserved individuals to identify strategies to improve health.
- **University of Kansas - Public Engagement Certificate:** previous Consensus director Jen Wilding taught 2/3 of a certificate program in public engagement.
- **Kansas City, Missouri Public Library:** Consensus has a long standing partnership with the public library, and was honored by the Missouri Library Association with the Community Partnership Award in 2018. Last year, Consensus and the library co-sponsored events on immigration, democracy, and community engagement.
- **The Civility Awards:** Since 2012, Consensus has hosted the annual Civility Awards, which honors individuals and organizations who have worked across boundaries to achieve progress. The Consensus Civility Awards recognize people, organizations and events that show take the high road even in the most challenging of circumstances.

- **Livable Neighborhoods - Just Vote: Raise Your Voice:** Consensus and Livable Neighborhoods received support from the Health Care Foundation of Greater Kansas City for this project, based on a national model from the National Institute for Civil Discourse. The text-based platform, which is designed to increase voter participation, was adapted to fit Wyandotte County. In the 2016 election, the platform nationally resulted in a 20 percent jump among participants who initially said they didn't plan to vote.
- **Wyandotte County Safe and Affordable Housing Project:** Consensus is contracting with Livable Neighborhoods to coordinate and implement the housing portion of the Community Health Improvement Plan. Consensus facilitated the first ever KCK Housing Summit in June 2020, and is currently working with the subcommittees to develop action plans for the project's implementation.

Consensus brings a unique and flexible approach to community engagement centered on bringing diverse groups together to learn, make hard choices, and seek common ground - a model that has proven effective in the Kansas City metro area and nationally.

## **Project Description**

Our project is in two main parts: digital and print. As we would like to reach potential clients and partners in as many ways as possible, we are proposing a new website for Consensus, new logo and branding, and a print campaign to include a new info card or brochure and other branded materials.

One of our challenges as an organization is visibility. While we have a dedicated group of volunteers and board members, many people still don't know our organization. We would like to increase our visibility online and in printed materials.

## **Scope of work – Branding/Marketing**

We would like a new logo and branding, including identification of a font family and color scheme to use across platforms. Budget permitting, we would like to create an easily updated and self-printed flier.

## **Scope of work - Digital**

Our current website was built several years ago, with minimal updates, and needs a makeover. We would like to have a completely new, modern website with a new look and feel. We would also like increased functionality (like mobile optimization) and an easy interface for updating it (WordPress or something similar).

### **Website elements:**

- Website migration
- Mobile optimization
- Content structured for SEO
- Ability to update every part of the site and add new content
- Donation button (PayPal)
- Calendar of upcoming events
- Email sign up form (connected to Constant Contact and Salesforce)

- Social media widgets
- Photo albums (possibly linked to Facebook)
- Google analytics for measuring traffic

Please also include a quote for ongoing maintenance, hosting, and support on the website.

### **Scope of work - Print**

Our current flier was built in a Canva template and content is updated regularly. We would like to design a full color flier advertising our services and mission to leave with potential clients and partner organizations that we can print and update in house.

### **Basic Project Timeline**

Please include a proposed project timeline in your proposal that incorporates the following deadlines:

- Tuesday, February 4, 2020, 5 p.m. – Project Proposals due
- By February 26, 2020 – Selection notification
- May 27, 2020 – Project deadline for all elements

### **Budget**

Our total budget for this project is \$3,000-\$4,000 (not including printing of marketing materials). As we are grant funded, we have to remain within budget.

### **How to submit a proposal**

Interested parties should submit the following to Heidi Holliday by email at [heidi@consensuskc.org](mailto:heidi@consensuskc.org) by 5 p.m. on Tuesday, February 4, 2020. Please call or email Heidi Holliday at 785-224-4344 or [heidi@consensuskc.org](mailto:heidi@consensuskc.org) with questions.

1. A proposal describing your qualifications (or the qualifications of the team of consultants) and how the tasks described above would be carried out (including a project timeline).
2. A firm estimate of fees to be charged, and an estimate of expenses that would be incurred (if any).
3. 3-4 examples of recent work.
4. 2-3 references we can call.

### **Contact:**

Heidi Holliday  
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785-224-4344