

**Trout Unlimited
Request for Proposals
Membership Diversity Coordinator**

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The materials provided in this request for proposal should only be used for the purposes of obtaining bids. All proposals and related materials become the property of TU and may be returned only at its option. TU is not obligated to accept any proposal or to negotiate with any proposal. All transactions are subject to the final approval of TU who reserves the right to reject any or all proposals with or without cause in TU’s sole discretion.

SECTION I - REQUEST FOR PROPOSAL

Trout Unlimited (TU) is requesting proposals from qualified applicants for a Membership Diversity Coordinator. If you think you would enjoy the team atmosphere that comes from working for a growing organization with a strong volunteer base and broad conservation mission; if you want to ensure TU remains relevant by diversifying our base; if you're excited to share this passion with others then e-mail your resume, cover letter and list of references to, Beverly Smith, Vice President for Volunteer Operations [bsmith@tu.org] by Monday, Feb. 2 and include Membership Diversity Coordinator in the subject line.

SECTION II – BACKGROUND INFORMATION

TU’s Mission Statement: To conserve, protect and restore North America’s coldwater fisheries and their watersheds.

TU’s Vision: By the next generation, Trout Unlimited will ensure that robust populations of native and wild coldwater fish once again thrive within their North American range, so that our children can enjoy healthy fisheries in their home waters.

Today TU is a national organization with more than 150,000 members organized into about 400 chapters from Maine to Montana to Alaska. This dedicated grassroots army is matched by a respected staff of lawyers, policy experts and scientists, who work out of more than 30 offices nationwide.

A major priority for the organization is to diversify our membership, our leadership and to generally create a more welcoming and inclusive community which includes our chapters and councils. It is quite clear that a more diverse membership profile will better enable the organization to more effectively represent the angling community and to do the best possible, most complete conservation work. When we don’t have all the stakeholders at the table, our solutions are incomplete.

Therefore; TU seeks a dedicated and self-motivated contractor to serve as its Membership Diversity Coordinator. This contractor will join TU's Volunteer Operations staff for a 16 month period and assist with our existing women’s initiative and drive new initiatives to diversify the membership and help the TU community become more welcoming and inclusive. In this job, the Membership Diversity Coordinator will help chapters and state councils strengthen their own organizational capacity so that they are more successful in recruiting a diverse membership and leadership. The contractor will play an advisory role to marketing and communications on representation issues in our media and marketing, and participate in membership marketing. A successful candidate will have a deep passion for trout and salmon conservation issues, as well as experience with grassroots organizing, and an interest in fly fishing. It is very important that candidates possess strong written and verbal communication skills and are able to manage multiple projects simultaneously. Service delivery will also be a fundamental component to this job.

Contractor location is negotiable and will report directly to the Vice President for Volunteer Operations with a strong working relationship with the Membership and Marketing staff. The contract position is part-time at 20 hrs/ week and is intended for a 16 month timeframe. Pay is \$2,200/ month.

SECTION III– TU’S EXPECTATIONS FOR AGENT

Facilitate various in-person, regional workshops and online trainings for volunteers on cultural competency in the TU context - to include gender, race, class, sexual orientation, cross-generational communication, rural-urban dynamics, and cultural sensitivity. A focus on gender diversity will be primary. Responsibilities will consist of writing copy, developing presentations, handling all trip and event logistics, and coordinating efforts with key volunteers to ensure the delivery of meaningful programs;

Develop and implement new and creative volunteer and membership diversity recruitment and retention programs aimed at getting TU’s membership to reflect that of the fly fishing demographic - working with TU’s membership marketing services;

Deliver a wide range of services, tools and resources for chapters designed to guide chapters/ councils in their efforts to increase diversity;

Build support networks (i.e. mentor programs) and resources for chapters;

Train chapters/ councils to use succession planning efforts to diversify the volunteer leadership to facilitate the emergence of the next generation of leaders;

Collaborate with women’s-specific or diversity focused fly fishing or conservation groups;

Write about diversity for TU’s national media outlets including website, magazine, blogs, and in social media;

Serve as the staff liaison to the NLC’s Women’s Initiative Workgroup;

Pursue funding to support this diversity initiative into the future;

Serve as the primary point of contact for volunteer leaders with diversity-related questions; and

Be a friendly and familiar face of TU, committed to delivering high-quality customer service in a timely and comprehensive way.

SECTION IV – DEADLINES/ SELECTION PROCESS

We will close the RFP application period on Feb. 2, 2015. TU Volunteer Operations and Marketing staff will evaluate the proposals received and be in touch with candidates within two weeks. These deadlines may be change by TU at its sole discretion.

SECTION V – AGENT QUALIFICATIONS

Bachelor’s or advanced degree or equivalent professional experience

Outstanding interpersonal skills and ability to work with a wide range of partners

Ability to multi-task and meet deadlines

Comfortable working independently and as part of a team

Familiarity with or demonstrated ability to quickly learn about grassroots organizing

Ability to work effectively with others in a decentralized and geographically dispersed organization

Fluency in Microsoft Office suite of applications and use of the Internet; experience with database management a plus

Fluency in Spanish a plus

Excellent verbal and written communication skills

Highly organized and attentive to detail

Ability to resolve complex issues involving multiple program areas independently

Good sense of humor

Experience in diversity training, cultural competency, or the like

Passion for coldwater fisheries and interest in fly fishing

Willingness and ability to travel

Professional experience in areas such as: diversity training, organizational development, media, or campaign advocacy, a plus.