



## **Request for Proposals (RFP)**

### **Event Coordinator – Children’s Roadmap Statewide Outreach**

**Release Date: April 13, 2026**

**Proposal Due Date: April 23, 2026**

## **1. Overview**

New Mexico Voices for Children is a nonpartisan, statewide policy research and public education nonprofit focused on policy research and public education. We are dedicated to improving the status, well-being, and racial/ethnic equity of New Mexico’s children, families, and communities in the areas of health, education, and economic security by promoting public policies through credible research and effective advocacy.

## **2. Background**

New Mexico Voices for Children (“NM Voices”) is in the process of publishing an evidence-based report, “the Children’s Roadmap”, that offers feasible policy changes to improve outcomes of children and families in New Mexico. The Children’s Roadmap is an effort to inform decision-makers, including candidates for public office, about critical investments and policy strategies grounded in data. In order to activate this publication to action, NM Voices will lead structured, nonpartisan engagement with lawmakers, families, tribal communities, and community-based organizations, uplifting the experiences and needs of the children and families who have historically been left out of policy conversations that impact them the most. New Mexicans to highlight the need for careful and intentional policy implementation, adequate funding and broader structural change. These community convenings will play a critical role in setting the frame for the next decade, ensuring that policies result in lasting outcomes for children and families in our state.

### 3. Scope of Work:

This individual or firm will be responsible for collaborating with the NM Voices team on the design of the statewide roadshow and will lead the coordination, logistics, and implementation of a statewide roadshow for the Children's Roadmap, including nonpartisan briefings and community forums for:

- Gubernatorial candidates and/or transition teams
- State legislators and legislative aides
- Community partners, advocates, and families across the state
- Tribal leaders and representatives
- Youth and Young Leaders

The Event Coordinator will be responsible for the following:

#### A. Event Planning & Logistics

- Develop a detailed event plan and timeline for multiple locations statewide
- Identify and secure venues in coordination with NM Voices
- Coordinate event logistics including A/V, catering (if applicable), accessibility, translation, and materials
- Manage registration processes and attendance tracking

#### B. Outreach & Engagement

- Coordinate with statewide partners to ensure an extensive community engagement
- Develop and implement a targeted outreach plan to ensure strong participation from candidates, community leaders, advocates, and the public
- Coordinate invitations and follow-up communications
- Work with NM Voices communications team to align messaging and branding
- Ensure all outreach and engagement activities comply with 501(c)(3) nonpartisan requirements

#### C. Coordination & Execution

- Serve as the primary point of contact for all event-related logistics
- Coordinate with internal teams (operations, policy, communications, leadership)
- Oversee on-site event execution, including setup, run-of-show, and breakdown

#### D. Deliverables & Reporting

- Provide event summaries including attendance, stakeholder engagement, and key takeaways
- Facilitate structured listening moments during the roadshow events and convening to garner conversation and highlight community needs
- Track outreach efforts and report on participation metrics
- Submit final report summarizing outcomes across all events

#### 4. Deliverables

- Master event plan and timeline
- Outreach and engagement strategy
- Execution of nine events across New Mexico, including a mix of rural and urban locations and regional diversity between June 2026 and early 2027.
- Final report summarizing outcomes across all events

#### 5. Timeline

- RFP Released: April 13, 2026
- Proposals Due: April 23, 2026
- Selection Notification: May 11, 2026
- Project Start Date: June 2026
- Project End Date: November 2026
  - Majority of events will take from June to September 2026

#### 6. Budget

Proposals must include a detailed and itemized budget. The budget should clearly outline:

- Professional fees
- Travel and lodging (if applicable)
- Any additional costs associated with outreach and coordination

Budget proposals should be reasonable and aligned with the scope of nine statewide events.

The total budget for this contract is between \$50,000 - \$70,000.

#### 7. Qualifications

Qualified applicants should demonstrate:

- Experience planning and executing multi-site events

- Strong outreach and stakeholder engagement skills
- Familiarity with New Mexico communities and regions preferred
- Ability to manage logistics across multiple locations
- Experience working with nonprofits, public policy initiatives, or advocacy organizations preferred

## **8. Proposal Requirements**

Proposals must include:

- Organizational or individual background and experience
- Description of approach to scope of work
- Relevant past work examples
- Proposed timeline and work plan
- Budget and justification
- Two Professional References

## **9. Evaluation Criteria**

Proposals will be evaluated based on:

- Relevant experience and qualifications
- Quality and feasibility of proposed approach
- Demonstrated ability to conduct effective outreach
- Budget and cost-effectiveness
- Understanding of the project goals
- Ability to dedicate full attention to outlined services

## **10. Submission Instructions**

Proposals must be submitted electronically to: [LArchuletta-Maestas@nmvoices.org](mailto:LArchuletta-Maestas@nmvoices.org)

Subject Line: RFP – Event Coordinator Proposal

## **11. Additional Information**

NMVC reserves the right to reject any or all proposals, request additional information, and negotiate final terms with the selected contractor.

## **12. Contact**

For questions regarding this RFP, please contact:

Layla Archuletta-Maestas, CAO at [LArchuletta-Maestas@nmvoices.org](mailto:LArchuletta-Maestas@nmvoices.org)