



## **Faith-Based Engagement**

### **Request for Proposals**

#### **About LMM**

Founded in 1969, Lutheran Metropolitan Ministry (LMM) is a not-for-profit corporation with a mission to challenge systemic injustices faced by those who are oppressed, forgotten, and hurting by providing responsive solutions, advocacy, and hope. LMM seeks that people experiencing adversity be empowered, valued, and healed by our unwavering commitment to addressing chronic needs, enabling people to self-sufficiency, and advocating for systems change. We seek to change the social, political, and religious conversation about justice from one of limitations to one of possibilities.

The programs and services of LMM enhance the lives of people experiencing homelessness and unemployment; people with behavioral health needs; people involved with the criminal legal system; youth facing adverse life experiences and adults in need of guardianship. LMM's services and advocacy work is fulfilled in four general areas: Housing & Shelter, Guardianship, Workforce Development and Youth Resiliency.

LMM served more than 4,500 people in 2024 across our service areas. Our commitment to changing lives was demonstrated by the following:

- Housing & Shelter – Emergency shelter, supportive services, and solutions to homelessness.
- Guardianship Services – Medical and legal decision-making, and advocacy for indigent adults.
- Youth Resiliency Services – Housing, shelter, and social support for displaced young people.
- Workforce Development – Vocational training, career services, and social enterprises.

LMM is an accredited organization, with endorsement from the Council on Accreditation (COA). Our status as an accredited agency is just as important to us as our ability to support systems change and conduct advocacy and awareness initiatives for the people we serve. We believe in sharing the experiences of our clients, participants, and residents, to demonstrate the legislative and policy changes necessary to enable positive change and life improvement for people experiencing these hardships. We are determined to be a voice for those who have lost their voice, a guide for those who have lost their way and a source of inspiration to people we serve who are seeking restoration, redemption, and stability.

## **Request for Proposals**

Lutheran Metropolitan Ministry (LMM) seeks a consultant to enhance our ability to promote advocacy partnerships, volunteerism, and philanthropy amongst institutions of faith and ecumenical communities across Greater Cleveland. LMM invites proposals for a short term consultation to facilitate stakeholder engagement, strategic discussions, and surveys, and the development of engagement recommendations to increase advocacy, faith based charitable giving, and volunteerism with LMM.

LMM will work with a consultant interested and engaged in the faith-based community of Greater Cleveland, to determine the most effective way to leverage and enhance LMM's standing as a faith-inspired organization that provides basic needs and advocacy in Greater Cleveland.

The consultant will assist LMM in achieving the following goals with this process:

- Develop, facilitate, or conduct surveys, focus groups, and direct interviews with faith institutions across Northeast Ohio
- Identify how and to what level our faith partners prefer to engage with LMM; focus on volunteerism, philanthropy, and advocacy (sharing and gathering witness testimony)
- Provide information to all faith partners about ways to engage with LMM
- Recommend new programmatic partnerships with faith partners

Alongside this consultation, LMM's Development & Communications Team will complete the following tasks:

- Facilitate a special mailing/request for updates to contact information for all faith partners in our CRM/donor management systems; add new contacts as interested parties are identified
- Benchmark the faith partners who have charitable giving vehicles, endowment funds, or facilitate a formal grantsmanship process; ensure LMM is considered for these opportunities
- Provide information to all faith partners about in-kind donations (food, clothing, shelter meals, housing kits, etc.), especially those who are not able to give gifts of cash
- Create new programmatic partnerships and a strategy with faith partners, based upon the results of the consultation
- Celebrate the philanthropic contributions and volunteerism of our faith partners in meaningful ways (newsletter articles, e-news, social media, video projects, recognition events, etc.)

Below are some of the recommended methods of engagement LMM is considering for our faith partners.

### **i. Advocacy**

- Public witness/Storytelling
- Education/awareness-building regarding policy and legislation
- Exhibit LMM Art (*Portraits* series, documentary films, etc.)
- Advocacy alerts

### **ii. Charitable/Mission Contributions**

- Financial contributions
- In-Kind contributions
- Supplies and materials
- Special campaigns/initiatives (e.g., Workforce Training Center)
- Ask to consider LMM as a partner for a special offering or Holy Closing

**iii. Volunteerism**

- Ongoing volunteerism specific to programs of interest to faith partners
- Preparation of personal toiletries and supplies, materials, etc.
- One-day volunteer engagements

**The Consultation & Fees**

The consultant(s) will be expected to meet with the Vice President of Development & Communications, and the Director of Individual Giving on a weekly basis; these weekly meetings may include the President & CEO as needed. The consultant should also maintain contact with faith partners who participate in the surveys, focus groups, and interviews during the consultation, as requested or required.

To execute the consultation well, the consultant should become familiar with the agency’s areas of service. A monthly report on the faith-based engagement project is required, the format of which will be mutually developed and agreed upon between LMM’s primary point of contact (Director of Individual Giving) and the consultant.

It is estimated that the consultation will last 3 months, with the option to extend one additional month (a 4<sup>th</sup> month) if needed; approval of the additional month by LMM’s Vice President of Development & Communications is required.

The consultant will be paid an hourly rate and is expected to track all hours of the engagement, noting activities completed to correspond with each billable hour. The total consultation shall not exceed \$10,000, with monthly invoices capped at \$3,333.33.

**Consultant Role & responsibilities**

**I. Faith Based Engagement Management**

- Develop, facilitate, or conduct surveys, focus groups, and direct interviews with faith institutions across Northeast Ohio
- Identify how and to what level our faith partners prefer to engage with LMM; focus on volunteerism, philanthropy, and advocacy (sharing and gathering witness testimony)
- Provide information to all faith partners about ways to engage with LMM
- Recommend new programmatic partnerships with faith partners
- Oversee the execution of all focus groups and interviews
  - Identify need for signage/wayfinding
  - Create a floor plan (if needed)
  - Manage registration/ check-in process
  - Request AV, as needed

**II. Reporting:**

Prepare and share a monthly report/tracking sheet, until one week after the consultation. These reports will provide an update on each of the following areas:

- Stakeholders engaged
- Schedule/Consultation Timeline
- Activities planned and deadlines for completion
- Focus Group and Interview Dates and Logistics

### **III. Meetings:**

Schedule a weekly meeting with the LMM Team (Director of Individual Giving and Vice President of Development & Communications). These meeting dates will avoid holidays or other extenuating circumstances. A post-consultation close-out meeting is recommended. The time/date of all meetings will be mutually agreed upon.

#### **I. Communications**

- Serve as the point of contact for faith partners participating in the surveys, focus groups, and interviews
- Send emails, make phone calls, and remit notice and correspondence to all faith partners participating in the surveys, focus groups, and interviews

#### **II. Administrative Responsibilities**

- Administration of all interviews and focus group notetaking.
- Development of survey platform(s)
- Reporting and tracking of participation, survey results, interview responses, etc.

#### **III. Faith Partner Selection**

LMM will identify the faith partners of interest. Consultant can make recommendations on additional faith partners for consideration.

### **LMM Areas of Responsibility**

#### **Access to Stakeholders & Information**

- Create lists of all faith partner participants.
- Advance communications and updates with faith partners, to notify them of the consultation and make introductions on the consultant's behalf
- Support all pre-focus group or interview planning and outreach
- Review and approve drafts of surveys, emails, focus group questions, etc. for the consultant in advance of publishing/release.

### **PROPOSAL SUBMISSION & DEADLINE**

LMM invites interested consultants, teams, and contractors to submit a proposal to our Development & Communications Office by **February 10, 2025**. The proposal should include the following:

- Introduction/background of the firm, consultant, or contractor
- Scope/suite of all services the contractor offers to clients
- Experience/Expertise: types of stakeholder engagement services, and experience with the faith community
- Consulting rates and/or fee structure
- List of at least three client references from consulting work or employment within the last three years

Proposals will be evaluated by the following:

- Quality of the proposal content.
- Consultant(s) knowledge of the Greater Cleveland faith community
- Knowledge of and experience with planning and executing focus groups, stakeholder interviews, and survey research.
- Organizational skills
- Follow up with client references

Please submit your proposal to [mail@lutheranmetro.org](mailto:mail@lutheranmetro.org) by **February 10 at 5PM**, with the subject line “Faith Based Engagement Consulting Proposal”. If you have any questions, please send your inquiry(s) to [mail@lutheranmetro.org](mailto:mail@lutheranmetro.org) by February 5, 2025. Thank you for your interest in working with LMM!