

Communications Agency Tender Brief: SheDecides Support Unit 2024

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The SheDecides Support Unit (SDSU) is looking for a communications agency that shares our passion and purpose to support our communications efforts and amplify SheDecides work and that of our members, showcasing and building support for bodily autonomy and sexual reproductive health and rights for all.

1. About SheDecides

[SheDecides](#) is a global political movement fighting for a world where every woman, girl and young person - in all their diversity - can decide what to do with their body, life and future. Since 2017, we have been taking action for the right to choose. Our [2022-2027 strategy](#) focuses on three areas: abortion, comprehensive sexuality education and young people's sexual and reproductive health and rights.

Our members include governments, civil society organizations, youth leaders, parliamentarians, activists, service providers, researchers, media, artists and donors. We bring together leaders in bodily autonomy from Africa, Asia, the Arab Region, Latin America and the Caribbean, Europe and North America.

We unite to take collective action and to speak out for bodily autonomy and sexual and reproductive health and rights (SRHR) for all. Our [vision for 2022-2027](#) is to counter opposition and contribute to advancing sexual and reproductive health and rights and bodily autonomy by convening and strengthening coordinated political action and amplifying the collective voices of our movement members and allies.

[Read How we work and drive change](#)

[Read our Annual Report 2022](#)

In 2024, our key communications moments will include a focus on youth SRHR and abortion in relation to global political commitments for international development cooperation and global policy events at the United Nations.

2. The Requirements:

The SheDecides Support Unit requires a communications agency to support with Pillar 3 of the SheDecides Strategic Plan, "Speak Out and Amplify", to showcase and support the work of champions and allies, reach new audiences and build broader support for sexual reproductive health and rights (SRHR).

We believe that to change attitudes and build support for bodily autonomy, we must use communications to change hearts and minds, directly challenging discriminatory attitudes by building positive stories and spotlighting examples of progress.

Through our communications we aim to:

- Showcase the positive impact SRHR has on people's lives and highlight the achievements of our movement members.

SheDecides.

- Demystify SRHR - build greater understanding of what bodily autonomy is and how it underpins gender equality, health, and wellbeing for all.
- Position and normalize abortion as a human right for all people, everywhere and as essential healthcare.
- Challenge political opposition to SRHR, including misinformation, and counter anti-rights and anti-gender narratives, by showcasing diverse positive leadership and broad support for SRHR across the world.

We are searching for an agency who can support across all the following areas:

1. **Communications and Campaigns**
2. **Design and Creative Support**
3. **Press and Media**

Communications and Campaigns

- Working with the Communications Advisor, build a comprehensive Communications Strategy for SheDecides, that supports the SheDecides Strategic Plan, in particular, goal 5 and 6 (pillar 3) of our work. This may also include identifying new strategic creative ideas for bringing our issues to life.
- Developing creative campaign concepts, messaging and assets that support political action including events around key global political moments (such as International Safe Abortion, International Youth Day, CSW/ ICPD+30) or themes.

Design and creative support

SheDecides has an existing Style and Identity guide. We are looking for support in developing a range of creative assets – including creative artwork, design templates, fundraising tools, event collateral (eg around moment like UNGA/ CSW) and digital content for SheDecides, bringing to life key communication moments and messages through engaging, impactful visuals.

Press and Media

We are looking for an agency to support in:

- Planning, writing and pitching op-eds and news pieces. We are looking for agencies that have strong connections and close contacts with global media outlets, as well national and regional publications. SheDecides op-eds are often authored by SheDecides Champions, so an understanding of political and feminist framing around bodily autonomy and SRHR is essential.
- Developing a PR strategy that continues to build engagement with Champions, position SheDecides in spaces of influence whilst building awareness and support with new audiences.

3. Budget and contact duration

We welcome applications working towards a budget of 75K-100KUSD per annum. The duration of the contract is 2 years (with a one-year break clause), with particular focus on deliverables in 2024.

4. How to apply and timings

To apply, please send over a presentation with your ideas on:

1. **Communications for International Safe Abortion Day:**
International Safe Abortion Day takes places annually on September 28th. It is a global moment where activist and advocates from across the globe come together to demand safe and legal abortion for all people, everywhere. Next year, SheDecides would like to focus on abortion storytelling, particularly in West Africa.
In your application we would like you to share your ideas on how to do this in a creative way that normalises abortion, showcases diverse perspectives and centres the experiences of young people. We would also like to understand how this work can link to our work at the global political level.
2. How SheDecides can create better communications opportunities and visibility for its Champions and



allies. How can SheDecides more creatively profile its diverse range of Champions and allies at global political UN high-level events related to health, gender equality and education (such as Agenda 2030/SDGs, ICPD+30 and Beijing+30), including media opportunities throughout the year.

In your pitch, please include a breakdown in costs, as well as case studies for work with similar brands, listed secured press coverage in global media outlets, listed examples of relevant and similar campaigns and/or communication work you have produced. Please also include examples of how you have or could engage young people in communications. We welcome references and recommendations from other clients and similar movements and organizations within our sector to be included in your application. Please keep your presentations as concise as possible.

If you have any elements that are outsourced, please present the associated partners and costings.

Dates:

- **Week commencing 27 November**
SheDecides Agency tender document circulated.
- Written **Submission deadline** by **Tuesday 19 December**.
- **Week commencing 8 January**
Interviews and presentation to SheDecides
- **5 February or sooner**
Start working with SheDecides

If you are selected for interview, we request that the team members working on the SheDecides account be the ones to attend. We welcome an internationally diverse representation of applicants, with English as a primary working language.

Please contact Angie Windle if you have any questions – angie@shedecides.com

Thank you

Angie Windle
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SheDecides Support Unit