

Request for Proposal: Advocacy Expansion

The National Museum of Women in the Arts (NMWA) is the first museum in the world solely dedicated to championing women through the arts. NMWA amplifies the achievements of women artists of all periods and nationalities by exhibiting, preserving, acquiring, and researching art by women and nonbinary artists and by teaching the public about their accomplishments. Through its activities, the museum seeks to inspire dynamic exchanges about art and ideas. NMWA advocates for better representation of artists and serves as a vital center for thought leadership, community engagement, and social change. NMWA is seeking a contract with an expert who specializes in advocacy work to expand NMWA's work to improve gender equity in the arts.

Inspired by our visionary founder, Wilhelmina Cole Holladay, NMWA launched the transformative #5WomenArtists social media campaign in 2016. This global movement poses a simple yet profound question: "Can you name five women artists?" This initiative has ignited a powerful shift in public awareness, challenging the ongoing gender inequity in the art world. Over the past eight years, the #5WomenArtists campaign has transcended geographic boundaries, resonating across all seven continents and capturing the attention of millions worldwide. What began as a focused initiative during Women's History Month has evolved into a year-round endeavor, while NMWA has introduced dynamic themes that challenge traditional perceptions of artistry and creativity. This evolution has not only sparked conversation, but also inspired a multitude of cultural institutions to join the cause, amplifying the campaign's impact exponentially.

Building on the immense success of the #5WomenArtists campaign, NMWA is looking to increase global awareness about gender disparity in the arts. We envision that an advocacy consultant will help us make the NMWA brand synonymous with advocacy work in the arts gender equity sphere. Our goals for this project are to bring attention to gender inequity in the arts and bring about change, bridge the online and onsite advocacy experience, raise awareness beyond existing NMWA audiences, and establish strong partnerships with researchers, our community, and funders.

We are looking for a consultant with bold, actionable campaign ideas focused on improving gender equity in the arts, showcasing its long history and imagining a brighter future. Additionally, we want to reach a more diverse audience and foster an inclusive environment. Messaging needs to be consistent and express a clear point of view from across the organization. Specifics of the project will include, but are not limited to:

- Leveraging the success of the #5WomenArtists campaign, craft a new campaign to serve as a launching pad for a future suite of inclusive, advocacy-focused online campaigns. This campaign will be shared primarily through social media and the website, but we envision a future expansion of the concept through other communication mediums, including future programs, exhibitions, and promotional means.

- As part of the new campaign, produce the concept, creative and graphic assets, and a toolkit for launch and implementation.
- Provide recommendations for benchmark metrics of a successful campaign.
- Inform the design of a roadmap for a multi-campaign concept.
- Brainstorm potential mission-aligned partnerships, such as corporate sponsors, foundations, or donors.

Our budget expectation for the scope of work outlined is between \$35,000 and \$50,000, subject to further discussion. We estimate that this work will begin in January 2025. NMWA's Digital Engagement department will act as the primary point of contact and intra-museum liaison for this development.

Deadline for receipt of RFP: September 30, 2024

Please include a budget breakdown, timeline, and previous work examples in the submission. Send inquiries and proposals to Laura Devereux, Digital Content Manager: LDevereux@nmwa.org.