

Agency Tender Brief: SheDecides Support Unit October 2020

Contents:

1. The Requirements
 2. What does success look like?
 3. About SheDecides
 4. Next Steps and timings
-

The SheDecides Support Unit (SDSU) is looking for agency partners/ consultancies that share our passion and purpose, to create change, and shape a new normal where girls and women everywhere can decide about their bodies, their lives and their futures. Without question.

The SheDecides movement is igniting energy and bringing people together – breaking down barriers between long-time activists and emerging leaders, artists and service providers, policy makers and young leaders, within and across countries and regions. As the movement approaches its fourth year, we require communications partners that share in our vision, work ethic and ambition - we are bold, brave and progressive - we are also small, start-up, fast, energetic, agile and nimble.

1. The Requirements:

The SDSU requires agency / consultancy communications support to achieve the movement's goal of "Stand Up and Speak Out", to amplify and support the work of the movement, reach new audiences, grow and strengthen the movement.

Communications plays an important role in shifting narratives and norms and in challenging gender and power dynamics that stand in the way of the freedom, rights and dignity of women and girls. Using new accessible language, framing and content to disrupt old ways of thinking, communications is central to facilitating a shift in people's understanding of - and support for - bodily autonomy, and in situating the voice and experience of young people within this.

Two words – She Decides – and our [manifesto](#), frame critical issues in fresh, positive language that is meaningful to people all over the world. In this way, SheDecides encourages people who have not been engaged in these issues before to explore what bodily autonomy means for them, join the movement and take action.

We are searching for an agency network/agencies/ consultants who can support across one or all of these areas:

- **Narrative and Visual Identity Strategy, Messaging and Copywriting**
- **Public Relations, Press and Campaigns**
- **Social Media Strategy and Content Generation**
- **Design and Creative Support**

Narrative and Visual Identity Strategy, Messaging and Copywriting

As a movement with a focus on "Standing Up and Speaking Out", we need to communicate in a fresh and contemporary way that the general public can understand, get excited by and get behind. SheDecides has an existing [Style and Identity guide](#). We are looking for agency/ consultancy support that can build on this to further the expression of SheDecides identity and bring it to life through new language, framing the movement in a fresh, exciting and contemporary way that mobilises citizens around the world to take action. This will include a strong and inspiring articulation of the organisation's purpose, how SheDecides is different, our values and beliefs.

In particular we are looking for support in:

- Building on the movement's new strategic approach to develop a dynamic, fresh and engaging messaging platform that provides a springboard for compelling and consistent communications and thought-leadership approaches.
- Developing a stakeholder mapping and audience engagement strategy, creating an intelligent matrix of messaging across channels to deliver the SheDecides narrative to key audiences.
- Developing an updated style and identity guide including a clear, compelling and consistent brand

narrative, tone of voice and language guide.

- Deliver copy blocks for key channels including the SheDecides website and boilerplate copy for press releases.
- As part of this work we require support in developing a SheDecides style and identity training process so activists from the movement are confident using SheDecides communication approach, and are armed with all the tools, messaging and language they need to have impact and talk confidently about SheDecides.

Public Relations, Press and Campaigns

PR, press and media play an important role in raising awareness on bodily autonomy issues and in changing attitudes, narratives and norms. As a diverse movement working across continents, with young people at its heart, we use media to tell stories and connect with people's hearts and minds in a fresh and contemporary way.

In particular we are looking for agency/ consultants to support in:

- Developing a PR strategy that continues to position SheDecides in spaces of influence whilst building awareness in new markets. Importantly, we would like to understand how PR and media can be used by movements to reach new audiences outside of the traditional development/sexual and reproductive health rights sector.
- Supporting local movements and activists with media opportunities, press placement and story development, including media training for local movements.
- Developing and leading on key media engagement moments and the creation of opportunities for the movement.
- Building out exciting campaigning moments at a national and global level to inspire, engage, and transform the SheDecides vision into people-powered movement on bodily autonomy, with the aim of growing the movement.

Please demonstrate your approach to a global PR communications strategy, with examples of campaign ideas, media outlets and connections, and within this, how local/national media support can be prioritized.

Social Media Strategy and content generation

As a movement with a focus on "Standing Up and Speaking Out", and with young people at its heart, social media plays a key role in SheDecides communications. It is used both as a tool to share, engage with and amplify the work of the movement and as a way to reach new audiences. It should inspire and galvanise community action, using fresh, political, engaging content, following new trends - with activity on new and mainstream social platforms.

In particular we are looking for agency/ consultants' support in:

- Developing a social media approach and strategy, including how to support and develop local movements' social media activity.
- Day-to-day management of SheDecides social channels and the production of social-friendly content.
- Analysis of social performance/ social listening, including monthly reports with snapshots of content that has worked well, breakdown of audience engagement and suggestions for tailoring content to reach target groups.
- Supporting and providing guidance to local movements with their social media activity, including safeguarding guidance.

Design and Creative Support

SheDecides has an existing Style and Identity guide. We are looking to develop a pool of designers that can assist in developing fresh creative campaign concepts, items and assets – including creating artwork, design templates and digital content for SheDecides campaigns, bringing to life key communication moments through engaging, impactful visuals.

We are keen to work with a range of designers from diverse backgrounds and locations that can contribute a range of creative expressions for SheDecides, reflecting the diversity and breadth of the movement.

2. What will success look like?

SheDecides style and identity must be flexible, accessible and desirable – creating consistency on a global level, whilst allowing for use and adaptation at a local level. Everything we produce is **open source** and to be used **by the movement, for the movement**. Success includes:

- **Amplifying stories** - Capturing, harnessing and amplifying first-hand stories and experiences from around the globe. These stories of positive change can be powerful in countering the binary rhetoric used when talking about bodily autonomy, spark interest in her right to decide and mobilise support.
- **Reaching new audiences:** New and different people from all parts of society willing & able to call for action in support of bodily autonomy. Using strategies and means that engage non-traditional Sexual and Reproductive Health and Rights stakeholders will be key.
- **Supporting local movements:** As the movement grows in size and diversity, we need to continue to support local movements to stand up and speak out.
- **Growing the movement and building awareness:** Growing our Friends - the global supporter base - and building more awareness on her right to decide. We will succeed in doing so with a compelling story and content that is relevant, relatable and accessible. **Young people** are at the heart of SheDecides. They are central to the strategy and we want to ensure they are fully part of the movement; involved, engaged and taking action.

3. About SheDecides

[SheDecides](#) is a global political movement driving change, fuelled by actions in communities, with **young people at its heart**. United by the belief in the right of every girl and every woman, everywhere, to make the decisions only she should make, we are committed to a world where SheDecides. Without question.

SheDecides works towards a world where every girl and woman can exercise her right to privacy, gender identity, choosing partners, pleasure, marriage, children – and integrated services covering contraception, pregnancy, abortion, infertility, STIs, HIV, cancers and violence. We see a world where forced marriages, child marriages, female genital cutting & mutilation, and all forms of violence against women and girls are things of the past.

The movement was born in January 2017 and has fast evolved over the last 3 years. It works under three priority areas: **Stand Up Speak Out, Change the Rules and Unlock Resources**.

The SheDecides Support Unit (SDSU) serves as secretariat to the global SheDecides movement, under the governance of the Guiding Group of SheDecides Champions, and the leadership of the Lead. The SDSU is hosted by the IPPF Central Office. It is an autonomous entity with its own strategy (2019-2021), budget and governance structure.

SheDecides in numbers

SheDecides currently consists of:

- 47 formal [Champions](#): global leaders including ministers, heads of leading NGOs and professional organisations, academics, artists and young activists using their power and influence to make a stand for her right to decide.
- The [25x25 Generations of Change](#) (2019) and [Equality](#) (2020): two groups of 25 young people from 25 countries who turned 25 in 2019 (ICPD+25) and 2020 (Beijing+25) respectively.
- 23 national and regional SheDecides Movements (13 in Africa, 7 in Asia, 2 in the Arab Region, 1 in Europe)
- 125,000 Friends, from over 180 countries who have signed the [manifesto](#), half under age 30
- The small [SheDecides Support Unit](#) - 6 global staff, 2 regional - as a facilitator and enabler.

The **number of local movements is rapidly growing**. In January 2019 there were 4, now there are 23 – at different stages of maturity. These movements align behind the vision and goals of the global movement and are as diverse and inclusive. Most movements are still in the formative stages, others have already achieved concrete results.

The SheDecides **manifesto** encompasses all the key aspects of what it means for her to decide. Because realities around the world are so very different, it is essential that the strong core message of the movement is adapted to and brought alive in all these different contexts. This has resulted in national and regional movements selecting actions that speak to different aspects of the manifesto, ranging from pleasure to gender-based violence, from abortion to menstrual hygiene and dignity, from comprehensive sexuality education to contraception for young people. Importantly, the **agenda for each movement is locally owned**.

SheDecides Support Unit:

Its guiding principle is **by the movement for the movement**. The SDSU is not leading or directing the movement. Instead, its primary role is to facilitate the work of all the members of the movement. It gains political commitments and provides opportunities to create new and powerful connections. It offers tools that people can adapt to their needs, spark grants to support movement building, capacity building for new activists and movements, a brand that offers visibility and protection and a (social) media platform for people or movements to bring the world's attention to their work. It nurtures global solidarity and collective action.

SheDecides Existing Activities:

SheDecides Day

[SheDecides Day](#) takes place annually on 2 March and is a key date in the SheDecides calendar. This is the date the global movement became a reality at the first big pledging conference in 2017. SheDecides Day is a day of action and global solidarity, when a huge variety of activities take place all over the world, demonstrating individual and collective commitment to the rights of all women and girls to have control over their bodies, their lives and their future. Without question.

Every year, the SheDecides Support Unit helps to coordinate and amplify activities for SheDecides Day. For 2021 SheDecides Day will be the culmination of six months of activism around ArtsForAbortionRights.

ArtsForAbortionRights

Launched for International Safe Abortion Day 2020, [ArtsForAbortionRights](#) unites SheDecides activists from across the globe, using art and creative expression to speak out and take action in new ways for access to safe and legal abortion and her right to decide. The six-month global campaign of activity and dialogue builds momentum ahead of SheDecides Day in March 2021.

Using the hashtag **#WhyAbortionWhyNow** SheDecides activists can stand up and speak out on why access to safe and legal abortion is urgent now, uniting under one common message. [Read more.](#)

Beijing+25

The Beijing Declaration and Platform for Action was adopted at the Fourth World Conference on Women in 1995, and is one of the **key guiding documents on gender equality**

The Generation Equality Forum, now planned for 2021 due to Covid-19, will be a gathering for gender equality convened by UN Women and co-chaired by France and Mexico, in partnership with civil society. It will focus on actions and accountability for the full implementation of the Beijing Declaration, and intersecting, emerging issues for gender equality.

The SheDecides Support Unit plans to mark the 25th anniversary of the Beijing Declaration and Platform for Action as a significant and pivotal moment in the fight for bodily autonomy and a world where SheDecides.

Protecting Her Right to Decide During Covid-19, #SheDecidesNow

The implications of the global crisis on the lives of women and girls have become increasingly evident, especially on young people. In response, the SDSU created "[Protecting Her Right to Decide During Covid-19](#)" to provide information, messaging and safe spaces for the movement to connect, learn and heal.

This included:

- Media outreach: Spreading information about the need and importance of protecting her right to decide despite Covid-19 through Op-Eds and press placement.
- Safe Spaces – for the movement to come together and share, learn and heal.
- Amplifying the work of the movement: Highlighting the experiences, concerns and actions of SheDecides activists through the #SheDecidesNow campaign.
- Unified Messaging: Providing clear messaging for the Movement on Covid-19 and SheDecides through a toolkit.

As the pandemic continues and its full effects are being increasingly felt on the lives of women and girls everywhere, the focus on protecting her right to decide will continue to be a priority.

4. Next steps and timings

To apply for: Narrative and Visual Identity strategy, Messaging and Copywriting, Press, Public Relations and Campaigns, Social Media Strategy and Content Generation:

The first main “communications moment” we will be working towards is SheDecides Day 2021 - the culmination of six months of activism around ArtsForAbortionRights.

We would like to understand your ideas on how we can create a greater moment of solidarity, participation and action for SheDecidesDay 2021, to maximise impact and engage globally on this day, reaching new audiences and encouraging activists and citizens to stand up and speak out for bodily autonomy. The role of young people should be clearly identified in these plans, as should support for local movements.

In your pitch please include case studies for similar brands, campaigns and/or any work you may want to share as relevant.

We would like retainer support to be costed by month (for a period of a year) for the final presentation. If you have any elements that are outsourced, please present the associated partners and costings.

To apply for: **Design and Creative Support**

Please send over a portfolio of your work to angie@shedecides.com using the subject line “SheDecides Tender: Design and Creative Support”. Please include a list of previous clients and an indication of your costings and availability.

Dates:

- **Week commencing 5 October**
SheDecides Agency tender document circulated.
- **Week commencing 19 October**
Written Submission deadline to be shared by **Wednesday 21 October**.
- **Week commencing 26 October**
Interviews and presentation to SheDecides **on 29/30 Oct, 2 Oct**
- **10 September**
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 hope to receive a range of applications and encourage applicants that are based outside of Europe and the USA to apply.

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

Thank you

Angie Windle
Communications Advisor
SheDecides Support Unit