

**NATIONAL COUNCIL OF LA RAZA**  
***Líderes Initiative***  
**Request for Proposals**  
**October 2008**

**Background**

The National Council of La Raza (NCLR) *Líderes Initiative* is a national program designed to create opportunities for Latino youth that will elevate their influence as leaders in the United States. Through a national network of high school and college students and young professionals, *Líderes* identifies, supports, and develops new leadership in the Latino community. Over the past three years, the *Líderes Initiative* has had a presence in 30 college campuses and/or youth conferences, reaching nearly 4,000 young Latino leaders. Our vision is to raise new leadership—corporate executives, public officials, activists, and organizers—who will serve their communities and promote social justice at the local and national levels.

The *Líderes Initiative* conducts *Congresos* to increase greater collaboration and networking and to increase the collective impact of young people. *Congresos* are regional conferences that attract more than 150 young people and are designed to empower young Latinos by teaching them new skills, providing networking opportunities, and giving them tools to become advocates in their communities. Through regional and local *Congresos*, *Líderes* brings together youth to discuss issues pertaining to the Latino community, connecting them to community leaders and resources. The Initiative partners with Network member organizations to access the speakers, resources, and funds necessary to hold powerful events for young leaders. These events provide a forum for sharing ideas while at the same time educating, empowering, and energizing students.

**Request for Proposal**

With support from Sodexo and the MetLife Foundation, the NCLR *Líderes Initiative* is soliciting proposals from its Affiliates in San Antonio, TX and Albuquerque, NM to coordinate, lead, and document an NCLR *Líderes Congreso* and related local organizing and service activities. **A grant ranging from \$5,000 to \$7,500 will be awarded to an NCLR Affiliate to support their local implementation of the *Líderes Congreso* and related year-round *Líderes* activities from November 2008 to July 2009.**

To be eligible for consideration, Affiliates must be in compliance with NCLR Affiliate Member Services requirements and should:

- Comply with general NCLR Affiliate membership responsibilities
- Be up to date on Affiliate dues
- Participate in at least two *Líderes* Network conventions and be available to present program activities at the 2009 NCLR Annual Conference.
- Be able to provide a meeting space for the Congreso
- Have an established network with outreach capabilities strong enough to secure the attendance of at least 150 youth.
- Be able to meet the responsibilities as outlined in the Affiliate Planning Checklist.

## **Program Model**

NCLR seeks to work in partnership with Affiliates that operate local youth-oriented and/or youth-driven programs and that have the experience and capacity to collaborate with high schools, colleges, and campus student groups. While the chief outcome of the grants will be the coordination and production of a regional *Líderes Congreso* which reaches 150–200 in each market, the grantees will be challenged to coordinate other events and seek other avenues to provide support and development to youth. Such activities may include voter registration drives, community service, college or career fairs, or other local civic engagement opportunities. A list of issue areas and activities that align with NCLR’s capacity to support Affiliate efforts is provided below.

The Initiative works with its national *Líderes* network to hold *Líderes Congresos*. This strengthens the *Líderes* Network at the regional level, builds relationships among member groups, and creates a forum for leadership development among young Latinos. Participants are drawn from the hosting campus, campus community partners, and the broader NCLR *Líderes* Network. A *Congreso* agenda typically includes:

- Informative and interactive Workshop Sessions designed to provide information, develop leadership and professional skills, motivate participants, and include a range of topics that are critical and relevant to the Latino community.
- Guest speakers and community leaders who inspire and serve as role models for participants
- Networking and relationship-building exercises that help attendees meet each other, build relationships, and develop networking/social skills.

## **Scope of Work**

- With Affiliate and youth input, select an issue-specific theme for the *Congreso*
- Coordinate the critical areas for implementing the *Congreso*
- Document and report the impact of the event
- Incorporate youth leadership to develop and implement at least two and up to four community follow-up activities throughout the year that engage and impact local communities. Affiliates should choose activities based on the list below. NCLR has the capacity to provide support and technical assistance on the following:
  - Education
  - Career planning and professional development
  - Financial management education
  - Civic engagement and/or voter registration
  - Leadership development and youth organizing
  - Juvenile justice

NCLR will also consider supporting the following issues and related activities:

- Media and the arts
- Cultural appreciation

## **Role of Affiliate**

The selected Affiliate will take the lead operational role in coordinating the *Congreso* and engaging program partners. The grant provides \$5,000 to cover costs associated with the following activities:

- Recruitment, outreach, and promotion of *Congreso* and NCLR *Líderes* Initiative
- Logistical costs like supplies and decorations
- Partnership engagement and communication systems
- Coordination of follow-up year-round local program activities
- Data collection and reporting
- With support from NCLR, coordinating and securing venues and partners for planned activities and events
- Recognizing NCLR and other supporting partners in events and activities

## **Role of NCLR**

- Provide subgrants to selected Affiliates
- Provide tools and resources necessary to effectively engage in youth development and organizing activities
- Compile and report on qualitative and quantitative data from local youth activities
- Assess and document partnership implementation practices for best practices and peer exchanges
- Provide support and guidance to Affiliates
- Advocate on behalf of Affiliates and youth participants for increased resources, partnerships, and opportunities
- Acknowledge and highlight Affiliate partners
- Provide financial support to cover some logistical costs like catering, printing, shipping and entertainment.

## **Proposal Content**

Please submit a proposal of no more than three pages which addresses the following:

### *Interest and Need*

Provide an organizational overview, discuss population served and its relevance to this program, and briefly describe the impact that the *Líderes* Initiative may have on your organization and community.

### *Relationship to NCLR*

Describe your involvement with NCLR since you became an Affiliate, including participation in NCLR-sponsored events, trainings, meetings, or other venues, and knowledge of NCLR programs.

### *Capacity and Experience*

Describe the organization's youth development background and the links, resources, and expertise you bring to the *Líderes* Initiative, such as:

- Capacity to assume operational leadership for the project

- Evidence of past program successes (e.g., number of candidates placed, increase in wages, etc.)
- Reporting, data collection, evaluation/assessment tools, and analysis systems

#### *Program Implementation*

Describe how you will build on your experiences to implement partnership activities by addressing the bullets below. Be brief but specific. When appropriate, include examples from prior experience.

- How will your organization support the coordination and production of a regional *Congreso* in Chicago?
- What year-round local activities will your organization undertake? How do these align with the expertise and capacity of the organization? How do these meet the needs of your community?
- What staffing resources can be leveraged to support program implementation?
- How will the program be integrated into other programs and services being provided by the organization?
- Describe existing resources that can be leveraged to support the program.
- Is your organization currently leveraging multiple resources for any programs?

#### *Recruitment and Outreach*

- Describe recruitment and outreach strategies that will be used.
- How will you track candidates?
- Do you have experience working with other youth-oriented programs which can be leveraged to support this partnership?
- How do you propose to effectively communicate with multiple partners and stakeholders?

### **Proposal Submission Information**

**Proposals are due via email. Emailed proposals are due by 5:00 p.m. (EST), Wednesday, October 15, 2008. If you intend to submit a proposal, please notify [bbonilla@nclr.org](mailto:bbonilla@nclr.org) by Wednesday, October 8.**

Affiliate grantees will be notified of the award by Friday, October 24, 2008.

Affiliate grantees will be expected to attend the 2009 NCLR Annual Conference in Chicago and participate in *Líderes* Summit activities. Conference and Summit registration costs for five participating youth are provided in addition to the grant award.

Submit proposal by email to: **[bbonilla@nclr.org](mailto:bbonilla@nclr.org)**.

Direct any questions to NCLR *Líderes* Coordinator Berenice Bonilla via email at [bbonilla@nclr.org](mailto:bbonilla@nclr.org) or at **(202) 776-1741**.

# NATIONAL COUNCIL OF LA RAZA

## *Líderes Initiative*

### **Role of Affiliate**

The selected Affiliate will take the lead operational role in coordinating the *Congreso* and engaging program partners. A grant ranging from \$5,000-\$7,500 will cover costs associated with the following activities:

- Recruitment, outreach, and promotion of *Congreso* and NCLR *Líderes Initiative*
- Partnership engagement and communication systems
- Coordination of local follow-up activities to occur throughout the year
- With support from NCLR, coordinating venues and partners for the *Congreso*
- Recognizing NCLR and other supporting partners in events and activities
- Data collection and reporting

### **Affiliate Responsibilities/Tasks (for agency staff or youth leaders):**

- Secure a venue(s)
- Select a theme for the *Congreso*
- Design a flyer to send to NCLR for approval
- Submit recommendations for workshop speakers and/or keynote speakers
- Conduct follow up calls with targeted groups to submit workshop proposals
- Send event and registration materials to other Affiliates, college student groups, and other youth-serving organizations
- Register internal attendees
- Make follow-up calls to invited guests
- Visit venue(s) to do run-through of facility
- Using pre-determined budget, secure catering services
- Keep record and receipts of all costs associated with event to later submit to NCLR
- Help with confirming workshop presenters and speakers, through verbal and written communications
- Help with distributing maps and directions for transportation
- Create nametags for registrants. Names will be provided by NCLR
- Provide background music for event
- Assemble program folders with materials provided by NCLR
- Obtain decorations for meeting room, as needed
- Arrive early to set-up and decorate meeting room
- Staff the registration table (5-7 volunteers)
- Submit invoice and/or receipts as necessary to NCLR
- Submit summary report to NCLR
- Other roles to assign:
  - Music and A/V managers
  - Greeters
  - Workshop monitors
  - Crowd monitors
  - Escorts for special guests, corporate sponsors, or other VIPs
  - Photographer(s)
  - Tech managers (if using PowerPoint presentations)
  - Chaperones for activities, if necessary
  - Food set-up assistants
  - Breakdown assistants