



Request for Proposals Veteran Outreach Campaign Planning & Implementation

Proposal Deadline: Friday, June 12, 2026, by 5:00 PM EST

Contract Period: June 2026 – December 2026

1. Background & Overview

The [City Bar Justice Center](#) (Justice Center) – the largest division of the New York City Bar Association’s charitable affiliate, the City Bar Fund – furthers access to justice by addressing unmet civil legal needs of New Yorkers struggling with poverty and other systemic socioeconomic barriers. The Justice Center mobilizes law firms, corporate legal departments, and other legal institutions to provide pro bono legal services; educates the public on pertinent legal issues; fosters strategic community relationships; and impacts public policy.

Through the VA’s [Legal Services for Homeless Veterans and Veterans At-Risk for Homelessness Grant](#) (LSV-H), the Justice Center now extends its work to veterans experiencing or at risk of homelessness. Our [Veterans Assistance Project](#), in collaboration with other [Justice Center civil legal projects](#), delivers services under this grant — including eviction defense, family law, public benefits, military discharge upgrades, and other legal matters that threaten housing stability. Assistance includes legal advice, information, advocacy, and representation.

2. Scope of Work

The City Bar Justice Center seeks a consultant to develop and launch a targeted outreach campaign focused on veterans in metro New York who are homeless or at risk of homelessness. The scope includes:

- **Research:** Review of materials and other relevant sources for clarity on outreach goals and target population. **Contact Development:** Build a targeted contact list of organizations and individuals well-positioned to identify and refer eligible veterans. **Outreach Strategy:** Develop a written outreach strategy that defines target audiences, identifies appropriate media channels, and establishes a clear messaging framework.
- **Outreach Materials:** Collaborate with Justice Center staff to develop outreach materials (e.g., flyer, email blast, social media posts) and to modify their screening structure, if needed.
- **Implementation:** In collaboration with Justice Center staff, launch the outreach campaign to establish partnerships with identified contacts.

3. Timeline

Month	Anticipated Deliverables
June 2026	Kickoff meeting; review of relevant materials and background research; draft a work plan; identify key performance indicators (KPIs) to measure success.
July 2026	Finalize work plan and KPIs; propose outreach strategy; support outreach materials development; all materials should be drafted and approved.

May 2026

July – September 2026	Campaign launch; implementation support; partner outreach and partnership development.
September - November 2026	On an ongoing basis, provide status reports and recommend refinements to strategy or materials.
December 2026	Produce a report covering findings, KPI status, and recommendations for next steps.

4. Time Commitment & Expectations

Proposals should include a detailed budget and hourly or project rate for an engagement running from June through December 2026. Consultants may propose whichever fee structure best suits their schedule and work style — fixed-fee, hourly, retainer, or phased milestones are all acceptable.

5. Qualifications

Ideal candidates will have:

- Experience in outreach, communications, or community engagement in the nonprofit sector.
- Experience with veteran-serving organizations, VA systems, or housing and homelessness services in metro New York is a plus.
- Demonstrated ability to identify and cultivate relevant contacts and partnerships
- Strong research and writing skills
- Experience with content development and media communications for targeted outreach is a plus.
- Ability to meet an accelerated timeline with minimal supervision while collaborating effectively.

6. Proposal Requirements

Please submit a proposal (2-3 pages maximum) that includes:

- Brief summary of relevant experience and qualifications
- Proposed approach and methodology
- Proposed timeline and key milestones
- Budget (total fee and rate structure)
- Optional: Up to two references or work samples from comparable engagements

7. Submission & Contact

Proposals should be submitted via email by Friday, June 12, 2026 at 5:00 PM EST to Cheryl Lopez, Director of Operations, at cheryllopez@nycbar.org.

The City Bar Justice Center reserves the right to request follow-up interviews, negotiate scope, or decline any proposal. This RFP does not constitute a contract or commitment to award.