



Request for Qualifications
U.S Resource Development, Public Relations, and
Strategic Communications

Date Issued: January 13, 2026

Request for questions: tarrah.palm@cristosal.org

Submission Deadline: February 4, 2026

Submission Contact: Tarrah Palm, Director of Resource Development

Email: tarrah.palm@cristosal.org

Subject Line: RFQ – U.S. RD & Communications Support



- 1. About Cristosal**
- 2. Purpose of RFQ**
- 3. Scope of Work**
- 4. Partner Qualifications**
- 5. Proposal Requirements**
- 6. Evaluation Criteria**
- 7. Timeline**
- 8. Terms and Conditions**



1 - About Cristosal

Cristosal is a regional human rights organization with legal standing and presence in El Salvador, Guatemala, and Honduras. Our mission is to promote and defend human rights, strengthen the rule of law, and protect victims of violence and authoritarianism. Cristosal combines strategic litigation, documentation of abuses, community advocacy, and regional policy work to hold governments accountable and build democratic resilience in Central America.

We are one of the few civil society organizations actively pushing back against authoritarian regimes in the region, with a growing presence in international media, donor networks, and global civil society alliances.

2 - The Purpose of this RFQ

The purpose of this Request for Qualifications (RFQ) is to explore engagement with a qualified consultant, firm, or individual that could provide strategic, U.S.-focused communications and resource development support. This Request for Qualifications is exploratory in nature and is designed to help Cristosal assess whether this work would be best supported through an external agency or consultant partnership, a future full-time role, or a hybrid approach. **As such, both agencies and individual practitioners are encouraged to submit qualifications.**

Through this process, Cristosal aims to identify potential support that could:

- Elevate Cristosal's visibility in the U.S.
- Strengthen partnerships with key institutions and allies.
- Develop high-quality narrative tools and assets that support donor engagement and build trust.



- Act as a hands-on strategic partner to the Resource Development team, particularly around outward-facing communications, donor stewardship, and broader public relations and strategic communications efforts.

3 - Scope of Work

The consultant will work closely with Cristosal's U.S. Resource Development team and communications leads to execute across three strategic domains:

A. Public Relations

Objective: Strengthen Cristosal's presence and credibility in U.S. media ecosystems.

Key Responsibilities

- Identify, cultivate, and maintain relationships with key U.S. journalists/editors covering Central America, human rights, migration, authoritarianism, corruption, or other relevant topics.
- Pitch and coordinate strategic media placements or interview opportunities (op-eds, feature stories, podcasts, panels, profiles, expert commentary, etc).
- Track and summarize media coverage and engagement related to Cristosal's work, including thought leadership pickup by analysts, academics, and influencers.
- Coordinate with Cristosal leadership and staff to prepare for interviews or press moments.

Expected Outputs

- U.S. media relationship map and outreach plan
- Maintained media list and engagement tracker
- Quality placements/interview opportunities
- Quarterly visibility summary (coverage, traction, opportunities)
- Increase brand recognition
- Increase donor leads



B. Partnership Cultivation

Objective: Expand and deepen strategic engagement beyond existing donors into institutions and allies that increase credibility and future funding pathways.

Key Responsibilities

- Maintain ongoing touchpoints with existing allies, including academics, NGOs, think tanks, university centers, and thought leaders.
- Advise on key events (to attend or host) based on strategic partnership goals.
- Facilitate introductions for Cristosal leadership or program staff when relevant.
- Support relationship-building that may lead to invitations, collaborations, donor pathways, or credibility boosts.
- Advise on strategic U.S. engagement opportunities (conferences, panels, webinars, policy moments)

Expected Outputs

- Partnership engagement tracker and quarterly strategy refresh
- Increase Cristosal's contact list of influential policy makers, academics, influencers, thought leaders, and media personalities
- Assist with post-event reports, including engagement, reach, and next steps

C. Strategic Messaging and Deliverables

Objective: Produce high-quality narrative and engagement assets that strengthen donor cultivation and U.S. relevance.

Key Responsibilities



- Support development/refinement of talking points, event remarks, short narrative briefs, or U.S. audience-specific messaging on all platforms
- Assist in crafting digital communication assets (newsletters, social media strategy and content, website copy, etc.)
- Assist in crafting priority, project-based communications deliverables such as:
 - Impact Report
 - U.S. audience-specific messaging/toolkits
 - Special donor/event storytelling packages
- Ensure all outputs align with Cristosal's voice and strategy and increase donor trust.

Expected Outputs

- Messaging/talking point packets as needed
- Support to Impact Report narrative, development, and/or editing and design
- Donor/event storytelling assets as needed
- Monthly coordination check-in notes with RD lead

4 - Partner Qualifications

Cristosal is seeking candidates with the following:

- Demonstrated experience in U.S. media relations and thought leadership placement.
- Strong track record in partnership cultivation with universities, NGOs, think tanks, or advocacy networks, policy makers, influencers, etc.
- Excellent English writing/editing skills, especially for donor and public audiences.
- Familiarity with Central America, human rights, migration, or governance issues strongly preferred.
- Capacity to work collaboratively across U.S. and Central American teams.
- Ability to produce high-quality outputs under time sensitivity.



5 - Proposal Requirements

Interested consultants/teams should submit:

1. Statement of Qualifications including:
 - Relevant background and experience with similar work
 - Case studies of similar work for similar organizations
 - Summary of key personnel involved in contract management and execution
 - Summary of proprietary processes, workflow management, budget management
2. Work being proposed:
 - Summary of understanding of scope
 - Summary of understanding of Cristosal
 - i. Please present one hypothetical case study or dream media placement that you feel would be a good fit for Cristosal, and the dream headline that would accompany it
 - How you would execute and prioritize the three scope areas
 - Proposed cadence for coordination and project management logistics
 - First 90-day priorities
 - Recommendation of key KPIs or benchmarks to begin working towards
3. Budget Proposal including:
 - Retainer or project-based fee proposal
 - i. Budgeted line items listed within scope
 - Estimated hours or deliverable costs
 - Any optional add-ons not mentioned in this scope, but you feel could add value
4. Three references from comparable engagements



6 - Evaluation Criteria

Cristosal will evaluate proposals based on:

- Alignment with required qualifications and scope
- Strength and relevance of past work examples
- Quality and feasibility of proposed approach/workplan
- Cost realism and value
- Cultural fit and collaboration style
- Value and interest alignment

7 - Timeline

- January 13, 2026 - RFQ issued
- January 23, 2026 - Request for questions due
- January 27, 2026 - Request for questions provided
- February 4 - Final Submissions due
- February 10 - Interviews begin

8 - Terms and Conditions

- Cristosal may cancel or modify the RFQ at any time, even after interviews have been conducted.
- The final scope and contract terms will be negotiated with the selected party.