

Accountable Tech | External Email Scope of Work

Accountable Tech is speaking with freelancers, contractors, and firms in the coming weeks to bring on external support for our grassroots email and SMS mobilization and fundraising programs starting on October 21, 2024.

The below bullet points outline the scope of work we would like to achieve with an external vendor:

- Quickly assess our existing grassroots email and SMS mobilization and fundraising programs housed on Action Network and ActBlue in under 1-2 weeks.
- Devise and implement new tactics to bolster our fundraising, especially our monthly donors, through potential membership or giving circles with access to regular video calls with Accountable Tech staffers including our Campaigns Director Zach Praiss.
- Regularly draft, build, and send emails and SMS for key fundraising moments, including Giving Tuesday, EOY, and various Accountable Tech campaigns.
- Regularly offer suggestions, feedback, and recommendations on email drafts, subject lines, daisy chains, etc., that drive up email action rates and engagement.
- Regularly provide support in both free and paid acquisition efforts for our email program with a proven track record of ROI goals for paid acquisition efforts.
- Provide technical support with data management, targeting, audience segmentation, A/B testing, creation of forms, and other needs on Action Network.

We are looking to hire an external contractor with a commitment of 30-40 hours per month from October 2024 through March 2025, with the possibility of renewal. Compensation options include an hourly rate of \$100-\$150, paid at the end of each month, or a monthly retainer of \$3,000-\$5,000. The anticipated start date is October 21, 2024, with a possibility of 1-2 onboarding meetings in early October.

How to Apply

Email your resume and three work samples to info@accountabletech.org with the subject line "Accountable Tech External Email Support" by October 4, 2024. The position will remain open until filled. Only applicants whose qualifications align with our needs will be contacted. Thank you for your interest!