

YouthLine Work Study Program Development Contract Opportunity Request for Proposals

Name of Organization	Lines for Life
Address of the Organization	5100 S Macadam Ave, Suite 400 Portland, OR 97230
Project Name:	YouthLine Work Study Program Development
Proposal Deadline:	September 23, 2024
Anticipated Contract Term:	October 2024 – July 2025
Contact Information for Questions:	Marie Belsterling 971-244-1369 HR@linesforlife.org

Overview:

Lines for Life is seeking external expertise in developing a work study program with the goal of recruiting and supporting historically underrepresented and underserved teens and young adults to volunteer with the YouthLine program. We are accepting proposals for an independent contractor or agency with expertise in cultural engagement work and developing and marketing culturally responsive programs.

Background on the Organization:

Lines for Life is a 501(c)(3) non-profit founded in 1993 and its mission is to prevent substance abuse and suicide and promote mental wellness. Lines for Life offers 24/7/365 crisis intervention services designed to meet the reality of crisis and close the gap between needs and services. Last year, Lines for Life received nearly 170,000 calls on its crisis lines which include Suicide Lifeline (988), YouthLine, Alcohol & Drug Helpline, Military Helpline, Senior Loneliness Lines, Racial Equity Support Line and Oregon Behavioral Health Support Lines. Lines for Life also provides trainings and technical assistance in schools and the community, as well as takes a proactive role in advocating for prevention on both a local and national scale.

Background on the YouthLine Program & its Work Study Program:

YouthLine is a peer-to-peer youth crisis and support service that launched in 2000. YouthLine operates a national help, support, and crisis line that provides crisis support and referrals via call, text, and chat. The YouthLine is answered by teen volunteers and young adult interns daily from 4pm-10pm Pacific Time (and by adults at all other times!).

YouthLine also operates a peer-supported outreach program to destigmatize mental health challenges, increase awareness for mental health and wellness, and encourage youth to reach out for help. YouthLine's help, support, and crisis line and outreach programs are supported by our youth development program, which builds skills and confidence around mental health and wellness.

Lines for Life recently created a limited number of work study positions for youth 15-24 years old for whom there may be social or financial barriers to participating in volunteer work with YouthLine. Lines for Life seeks to reflect the demographics of the communities we serve, and we hope that the Work Study program will increase opportunities for passionate and dedicated youth from a variety of backgrounds to join our YouthLine volunteer team.

Work Study participants will develop the following skills through the program:

- Mental Health Awareness & Ambassadorship
- Behavioral Health Training
- Community Collaboration
- Professional & Personal Development

Eligible youth who are accepted into the Work Study program receive a stipend of \$250 per month for one year. The

Work Study Program for YouthLine is not connected to any college, university, or federal Work Study Program. Additional information can be found here: <https://www.theyouthline.org/workstudy-program/>. This program is at the early stages of development and we are seeking expertise in developing this program.

Scope of Work:

- Conduct market research on historically underrepresented and underserved teens and young adults in Central Oregon, Warm Springs, and the Portland Metro area. Identify and address challenges related to connecting with, and support for marginalized teens and young adults interested in volunteering at YouthLine. Prepare and present a report to YouthLine Leadership within the first 30 days of the contract.
- Develop a system for coordinating the YouthLine Work Study application program within the first 30 days of the contract.
- Develop and implement a marketing recruitment campaign for the YouthLine Work Study program that aligns with Lines for Life's branding guidelines with the goal of recruiting historically underrepresented and underserved teens and young adults interested in participating in the YouthLine Volunteer and Youth Development Program.
- Review and update YouthLine Work Study materials, collaborate with YouthLine leadership to update culturally responsive content and provide recommendations for new promotional materials if needed within 2 months of the contract.
- Conduct targeted outreach to at least 90 youth-serving agencies, youth stakeholders and schools/school districts during the length of the contract.
- Act as a spokesperson and liaison for connecting YouthLine to parents, caregivers, youth serving organizations, and school staff.
- Create a framework for supporting the Work Study expectations and overall experience in collaboration with the Assistant Director of Youth Development within the first 2 months of the contract.
- Design initial evaluative tools to measure progress of Work Study participation for YouthLine in conjunction with the Assistant Director of Youth Development.
- Provide a training to outreach and engagement staff to continue the YouthLine Work Study recruitment long-term after the contract ends, including providing them with updated promotional materials and resources.

Proposal Questionnaire:

Please email a proposal that includes answers to the following questions if you are interested in being considered for this program.

- What interests you about this contract opportunity?
- What is your knowledge and experience with cultural engagement and outreach work and developing culturally responsive services?
- What knowledge and experience do you have working with youth-serving agencies, youth stakeholders and schools/school districts?
- What experience do you have with developing and implementing marketing recruitment campaigns?
- What tools and techniques do you have to stay on top of meeting deadlines?
- What is your bill rate or cost for this project if selected?