

REQUEST FOR PROPOSALS:

Children's Oncology Group Foundation Content Writer

BACKGROUND

The Children's Oncology Group (COG) is the world's largest organization devoted exclusively to childhood and adolescent cancer research. COG unites more than 10,000 experts in childhood cancer at more than 200 leading children's hospitals, universities, and cancer centers across North America, Australia, New Zealand, and other select countries in the fight against childhood cancer. COG's mission is to improve the outcome for all children with cancer.

The Children's Oncology Group Foundation enables COG's leadership, comprised of a team of doctors, nurses, laboratory scientists and other allied professionals, the ability to direct the resources raised for childhood cancer research to the areas of highest need and opportunity. The Foundation allows philanthropic funds from individual supporters and organizations to go directly to COG to fund its much needed research. In an era of rapid scientific discovery, this direct link allows COG researchers to respond quickly to new discoveries with the greatest potential to benefit children with cancer.

The COG Foundation would like to solicit proposals from independent contractors with a background in freelance content writing to develop a quarterly newsletter for COG. The ultimate goal of the newsletter would be to highlight COG research efforts in a way that will effectively inform the childhood cancer research community on COG's mission, capabilities, and the overall state of the science in childhood cancer research and clinical trials. The individual in this role will be an independent contractor of the COG Foundation. The current Scope of Work is limited to the delivery of four quarterly newsletters over the course of one year; the COG Foundation may consider a long-term contract dependent on demonstrated progress.

SCOPE OF WORK

- Coordinate with COG medical professionals to compile background information on clinical trials and related research efforts into a newsletter with a broad-based, non-scientific target audience.
- Work in coordination with COG Communications and Foundation staff to identify relevant subject material for use in the newsletter.
- The newsletter's overarching goals are as follows:
 - Increase awareness of COG's overall mission/capabilities.
 - Highlight the impact of philanthropic support for COG.
 - Educate the public about COG research by conducting online/video interviews with key COG stakeholders, including but not limited to:
 - Authors of COG publications
 - COG Disease Committee Chairs
 - Patients/families who participate in COG research.
- The Independent Contractor must be able to:

- Assess the project goals and communicate projected needs, milestones, and required resources to COG Foundation staff.
- Adhere to established budget.
- Provide regular updates and draft content at specified milestones during initial development of the newsletter.

INDEPENDENT CONTRACTOR REQUIREMENT AND QUALIFICATIONS

- Demonstrated experience in the medical sciences field with a portfolio of past work examples.
- Experience in publishing content related specifically to public health, clinical trials, and oncology is preferred.
- Must be able to synthesize complex medical information into content that can be relayed to a non-scientific audience.
- Must have access to relevant desktop publishing software to provide product in final form.
- Must have access to computer, phone, video conferencing, and other similar resources for communication with COG personnel and interview subjects.
- Initial project milestones will be formally established prior to executing a contract with the selected Independent Contractor, however completion of the first newsletter (ready for distribution) must occur no later than August 15, 2023.
- This project may require communication via phone and video conferencing with children, their parent(s) and/or legal guardian(s), therefore successful completion of a criminal background check is required before a contract can be executed. Background checks will be administered by Checkr, Inc. (www.checkr.com), located at 1 Montgomery St., Suite 2400, San Francisco, CA 94104.

Interested parties may submit inquiries and project proposals to the COG Foundation via email by contacting info@thecogfoundation.org. Proposals must be submitted by May 17, 2023 and must include the following:

- Summary of the individual's professional background and relevance to the Scope of Work.
- Portfolio of past work examples (published content, newsletters, press releases, interviews, etc.)
- Summary of proposed project plan, budget, and proposed fee.