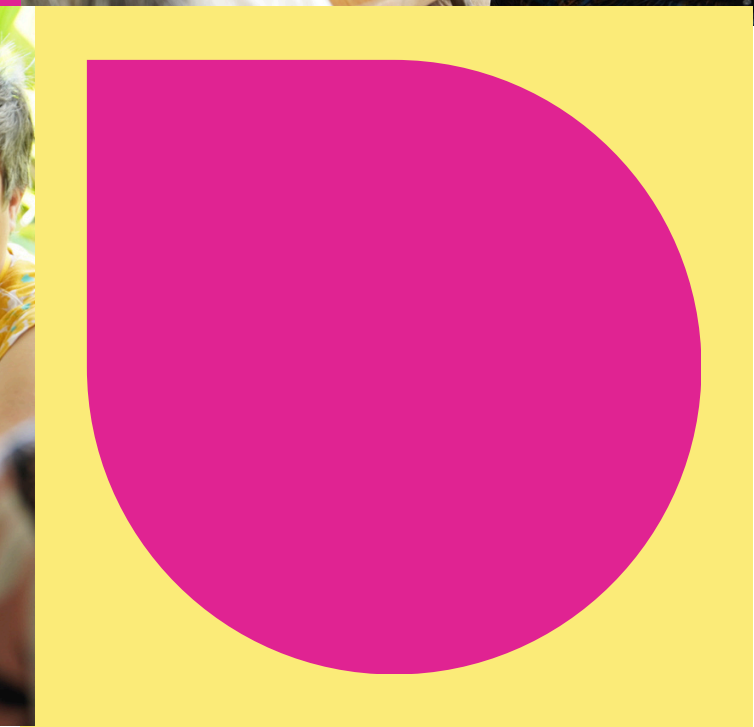


COMMS FOR A CAUSE LABS

At the intersection of communications, tech, climate justice, and digital security, we create the shield and megaphone of movement infrastructure, transforming visibility into safety, and stories into people power. **Because Strengthened Movements Strengthen Movements.**



**Common
Charge.**





Our Executive Director, Suman Saurav, at the Global Alliance for Green and Gender Action's Women's Environmental Human Rights Defenders' Voices Gathering Bali, Indonesia, 2024



COVER LETTER

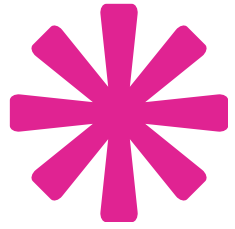
Dear Mary and the Common Charge team,

Comms for a Cause (C4AC) is a feminist communications and technology infrastructure organisation built on a foundational belief that communications is not a support function for movements and coalitions but the movement itself. We are submitting this proposal because Common Charge's challenge in year one is exactly the challenge we have spent a decade learning to solve: how do you build a shared voice across a coalition of diverse actors with different interests, different vocabularies, and different relationships to the political moment, and make that voice move faster and hit harder than any single organisation could alone?

Building coalition communications infrastructure from scratch; shared messaging frameworks, biweekly committee coordination, rapid response protocols, resource hubs — is the work Comms for a Cause Labs (C4AC Labs) has been doing for the past 10+ years. We have done it for GAGGA, a US-based 450+ organization alliance on climate and gender justice, coordinating communications across member organizations, bilateral donors, and UN negotiating bodies simultaneously. We have done it at Just Associates (JASS), managing communications across three global regions. We have done it for WEDO, translating complex energy financing and fossil fuel policy into public and donor narratives at HLPF, coordinating digital campaigns with the Women and Gender Constituency under the UNFCCC, and engaging the Women's Major Group and Women's Climate Group across COP negotiations and UNGA. We understand coalition dynamics from the inside: the friction, the competing priorities, the moments that require a rapid unified response, and the patient work of building shared messaging that every member actually uses.

Our ED for Communications, Strategy, and Partnerships, Suman Saurav (they/them), brings direct energy policy experience that goes beyond climate adjacency. Suman is currently a member of the Civil Society Financing for Development (CS FFD) process through C4AC, engaging on energy transition finance at the UN level. Their work at GAGGA centered on just transition and climate finance, including dialogues with the Green Climate Fund, Global Affairs Canada, and the UK Government across climate finance structures and spaces. Their work at WEDO engaged fossil fuel divestment, extractive economy reform, and energy financing gaps in international negotiations.

What we bring to Common Charge is not a vendor relationship. We bring the disposition of a founding partner: willing to shape the vision, not just execute it, and capable of holding the strategic thread across workstreams while the organisation builds its infrastructure around us.



FIRST 90 DAYS: HOW WE WOULD APPROACH THE FOUR WORKSTREAMS

1. Shared Messaging & Coalition Alignment

With 25+ members split evenly between businesses and nonprofits, the first challenge is not message development but message discovery. Before any shared framework can be built, we need to understand what each cohort is already saying, what is working, and where the fault lines are. Rather than immediately scheduling individual conversations with every member organization, which risks the process feeling extractive before trust is established, we would begin with two structured cohort calls in the first two weeks: one with the business members, one with the nonprofits. These calls would map existing messaging, surface priority concerns, and identify which organizations hold the most relevant polling and research. From there, we would identify the handful of organizations that need deeper 1-on-1 follow-up, based on what actually emerges, not on a pre-set schedule.

Alongside those calls, we would build the internal messaging database immediately, cataloguing existing polling, narrative frameworks, and messaging research across member organizations before the first committee session. Too often this work happens after the framework is drafted; doing it first means the shared document is built on actual evidence instead of assumptions.

We would then facilitate the co-creation process for the shared messaging guidance document through the biweekly communications committee, using a structured methodology we have tested in multi-stakeholder alliances. The affordability and reliability frames Common Charge has identified are strong anchors; our job is to make sure those frames resonate specifically across your member organizations' different audiences: homeowners, small businesses, advocates, and policymakers.

On the AI-assisted messaging review: Suman is currently building StratAd.ai, a communications monitoring platform that tracks how messaging language is adopted across websites, earned media, and public-facing materials. We would run the Spring 2026 baseline review using this infrastructure — mapping where Common Charge's coalition is currently aligned, where it is diverging, and where opposition frames are gaining traction. Follow-on reviews every three to six months would track adoption of the shared messaging guidance document over time.

2. AI-assisted messaging review

Critically, this methodology and tech capacity is not something we would outsource or figure out as we go. Kabir Patil, Executive Director of Tech and Security at C4AC Labs, and Xai (Zaid Adil), our Full Stack Developer, have built and maintained digital platforms and data infrastructure for tech-first and advocacy organizations including Chayn, Avira Foundation, CHEVS, EPAM, and Bridgenext, and bring direct, in-house technical capacity to execute the more complex components of this review. For the Spring 2026 baseline review, we would use a layered combination of tools, each serving a distinct purpose:

The tools we recommend for this work are:

- [Meltwater with Mira Studio](#) — for earned media monitoring and narrative sentiment analysis across news, trade press, and podcasts. Mira Studio's AI-driven analysis allows us to query coverage using natural language prompts, identify how "distributed assets," "affordability," and "grid reliability" frames are showing up (or not) in media coverage, and surface where opposition narratives are gaining traction. Our ED for Communications and Strategy has direct working experience with this platform.
- [Brandwatch](#) — for social listening and text analysis across online conversations, particularly useful for tracking how member organizations and their audiences are talking about distributed energy on social platforms, and identifying framing gaps between the coalition's messaging and public discourse.
- [Claude API with custom prompts](#) — for systematic website content analysis across all 25+ member organization sites. Kabir and Xai would build a lightweight scraping and batch-processing workflow to extract website copy, which Suman would then analyze against the shared messaging framework, identifying which organizations are using aligned frames and which are diverging. This is precisely the kind of technical-communications collaboration that C4AC Labs is structurally built to execute with our communications and tech leadership working in the same organization, not across a contractor relationship.
- [Speak AI](#) — for qualitative content analysis of longer-form materials such as reports, toolkits, and op-eds produced by coalition members, using theme extraction and keyword frequency analysis to map how messaging language evolves over time.

The combination gives Common Charge something most coalitions never have: a documented, repeatable methodology for measuring whether the shared messaging framework is actually taking hold, not just anecdotally, but across earned media, owned content, and social discourse simultaneously. Follow-on reviews every three to six months would use the same tool stack to track progress, making each review directly comparable to the baseline.

3. Coordinated Media & Rapid Response

Coalition rapid response fails in one of two ways: either the protocol is too slow to be useful, or it is so rigid that members cannot sign onto statements quickly. The protocol we would build for Common Charge would solve for both — a tiered system where the communications committee pre-agrees on a set of trigger conditions and response formats, so that when a policy moment arises, the question of whether to respond is already answered and the only work is execution.

Our target is eight or more coordinated media actions per year with a mix of rapid response to policy moments (FERC proceedings, state-level DER legislation, utility commission decisions) and proactive pitches tied to Common Charge's own research and coalition wins. Suman has direct experience pitching to national publications and trade press on energy and climate, and coordinating member sign-ons to joint statements and letters. Empty (they/them), our campaign lead with Greenpeace experience, will bring environmental campaign media relationships to this workstream.

On written products: we would support op-eds, letters to the editor, and statements in close coordination with member communications staff, which means our job is often to give member comms teams what they need to move quickly, not to produce everything ourselves. We would develop a rapid content toolkit that members can adapt.

4. Speakers Bureau & Training Program

The six-session training series beginning Fall 2026 would be built directly from the shared messaging guidance document, so the training is teaching the framework the coalition has already agreed on. Hafsa Bhat, our Programs and Advocacy Lead, has designed and delivered professional training programs for multi-organizational coalitions including RFSU's regional network, and would co-lead the training design. On spokespersons: the brief calls for company CEOs, advocates, academics, and homeowners, which is a deliberately diverse bench. We would approach spokesperson recruitment as a strategic mapping exercise: who are the voices that will land with different audiences (utility regulators vs. local media vs. national policy press), and who is currently missing from the conversation on distributed assets? Homeowners with direct experience of distributed assets, particularly from communities that have historically been priced out of solar and storage, are often the most powerful spokespersons precisely because they are the least expected.

4. Resource Hub & Newsletter

C4AC Labs has built resource hubs and newsletters for multi-organizational alliances, including GAGGA's interactive global resource platform serving 450+ partner organizations. For Common Charge, the hub and newsletter serve two distinct audiences with different needs: members who need full internal resources and strategic intelligence, and public allies like advocates, journalists, policymakers, who need curated, accessible content that makes the case for distributed assets.

The two-version newsletter launching Summer 2026 requires a clear editorial system from day one; a content calendar, a sourcing workflow across member organizations, and a consistent voice that feels like Common Charge, not like a roundup. Kabir Patil, our senior software engineer, and Xai (Zaid Adil), our full-stack developer, will build and maintain the technical infrastructure. Urvi Rayudu, our social media associate, will handle distribution strategy and audience growth from Fall 2026.

We would prioritize growing the public newsletter audience among energy reporters, state-level policy staff, and advocacy organizations who are not yet in the Common Charge ecosystem, because the resource hub's long-term value depends on reaching people who are currently making decisions about distributed assets without access to the coalition's research and tools.

OUR TEAM

Our team brings a rare blend of on-the-ground movement experience and enterprise-grade execution: 10+ years in strategic communications and digital media leadership, 8+ years in technology and digital security, and a production bench that includes a dynamic graphic designer, and a head of programs and advocacy with 10+ years of campaign experience. Our team members have collaborated with leading global and regional actors, including the [Global Alliance for Green and Gender Action \(GAGGA\)](#), [Women's Environment and Development Organization \(WEDO\)](#), [Women Engage for a Common Future \(WECF\)](#), [Fòs Feminista](#), [Greenpeace](#), [Astraea Foundation](#), [Akina Mama Wa Afrika](#), [The Initiative for Strategic Litigation in Africa \(ISLA\)](#) and more. Together, we bring over 30 years of experience working with international NGOs, civil society organisations, feminist movements and alliances, environmental justice networks, and grassroots groups.

C4AC Labs is a queer, trans, disabled, and neurodivergent-led organization. Every team member comes from the Global South — India, Kashmir, Jammu. We name this because it is directly relevant to Common Charge's stated commitment to communities most impacted by energy inequity. Growing up with unreliable grids, our team understands distributed assets not as an innovation story but as a infrastructure justice story, which is precisely the frame Common Charge needs to make the case to the households and communities that stand to gain the most from this work. We don't come to energy equity only as a policy position. The policy fluency and the lived reality are inseparable in how we work.



Suman Saurav (they/them)

Co-Executive Director:
Communications and Strategy

[PORTFOLIO AND CV](#)



Kabir Patil (he/him)

Co-Executive Director:
Tech and Digital Security

[PORTFOLIO AND CV](#)



Hafsa Bhat (they/he)

Head of Programs
and Advocacy

[RESUME](#)



empty (they/them)

Communications and
Campaigns Lead

[PORTFOLIO AND CV](#)



xai (xe/xer)

Movement Tech
Developer

[PORTFOLIO AND CV](#)



Urvi Rayudu (she/her)

Social Media
Associate

[PORTFOLIO](#)



ORGANIZATIONS WE HAVE SUPPORTED

Coalition & Alliance Partners

- [Global Alliance for Green and Gender Action \(GAGGA\)](#) — US-based alliance of 450+ organizations across 28+ countries working on gender-just climate solutions; Suman led full communications strategy including COP28 and COP29 campaign coordination and bilateral donor engagement.
- [Just Associates \(JASS\)](#) — US-based feminist movement-building organization working across Southeast Asia, Mesoamerica, and Southern Africa; Suman currently leads advocacy communications strategy and manages a team of 8 communications staff across three regions.
- [Women's Environment and Development Organization \(WEDO\)](#) — US-based organization at the intersection of gender, environment, and economic justice; Suman led digital campaigns on fossil fuel divestment, energy financing gaps, and corporate accountability at UNGA, HLPF, and COP.
- [Realizing Sexual and Reproductive Justice \(RESURJ\)](#) — Global advocacy coalition working on sexual and reproductive justice through a Global South lens; Suman led digital campaigns and managed their quarterly publication.
- [Women Engage for a Common Future \(WECF\)](#) — International women's organization working on sustainable development and environmental justice; C4AC supported their annual Gender-Just Climate Solutions Award strategy and dissemination at COP30.
- [Fos Feminista](#) — Global consortium of sexual and reproductive health and rights organizations; C4AC led the Pause for Purpose advocacy campaign coordinating 100+ partner activists across Africa.
- [Association for Women's Rights in Development \(AWID\)](#) — International feminist organization connecting activists, academics, and policymakers globally; supported the AWID Community platform through C4AC.
- [Swedish Association for Sexuality Education \(RFSU\)](#) — Sweden's leading sexual and reproductive health organization; Hafsa served as Project Head, building the LGBTQI+ language guide and managing regional network coordination across branches.
- [Nordic Palestine Film Festival](#) — Regional cultural advocacy organization spanning Sweden, Norway, Denmark, and the Baltic countries; Hafsa served as Programme Head for Funding and Advocacy, leading fundraising, M&E, and strategic partnerships.

Digital Security & Tech Organizations

- [Chayn](#) — Open-source platform building tech-based resources for survivors of gender-based violence globally; Kabir provides platform maintenance and digital infrastructure support.
- [Avira Foundation](#) — Human rights organization; Kabir served as Digital Security and Tech Coordinator, designing tech literacy workshops for women human rights defenders and building internal digital infrastructure.
- [CHEVS](#) — Advocacy organization supported through C4AC Labs for web and tech infrastructure.
- [EPAM Systems / Bridgenext / Emtech Technologies](#) — Global technology consultancies where Kabir served as Senior Software Engineer for eight years, leading QA strategy, platform development, and automation infrastructure at enterprise scale.



ORGANIZATIONS WE HAVE SUPPORTED

Grassroots & Movement Organizations

- [Dalit Women Fight](#) — India-based Dalit feminist organization; Suman served as Programs Manager, leading campaigns on caste and gender-based violence and building communications strategies with 20+ grassroots Dalit leaders across Indian states.
- [Feminism in India](#) — India's largest intersectional feminist digital platform reaching 450,000+ monthly users; Suman served as Digital Editor, managing content strategy and supervising 100+ global interns.
- [Jhatkaa.org](#) — India-based digital campaigning organization; Suman served as Campaigns Manager for Gender and Sexuality, leading campaigns engaging 50,000+ stakeholders and developing the widely adopted Campus Safety IOI toolkit.
- [Transmen Collective](#) — India-based trans advocacy organization; supported through C4AC.
- [ILGA Asia](#) — Regional LGBTQI+ advocacy body covering Asia and the Pacific; supported through C4AC.
- [Asia Pacific Transgender Network \(APTN\)](#) — Regional network advancing transgender rights across Asia and the Pacific; supported through C4AC.
- [One Future Collective](#) — India-based youth-led feminist organization; supported through C4AC.

UN & International Institutions

- [United Nations Development Programme \(UNDP\), India](#) — Hafsa coordinated a comprehensive gap analysis of Indian disability laws against the UN Convention on the Rights of Persons with Disabilities.
- [National Human Rights Commission \(NHRC\), India](#) — Hafsa led research projects on reintegration frameworks for acid attack survivors and reproductive rights for women with disabilities.
- [Human Rights Lawyering Project, National Law School of India University Bangalore](#) — Hafsa served as Project Manager from 2015–2022, designing curriculum, training modules, and advocacy frameworks for clinical legal education across Indian law schools.
- [Feminist Humanitarian Network](#) — Global network of 90+ feminist humanitarian organizations; Suman serves on the Steering Committee for Communications, advising on narrative strategy and digital advocacy.
- [Possibilities Collective at Generation Mental Health](#) — Global mental health justice initiative; Suman leads community engagement strategy for South Asia.

Funding & Philanthropic Organizations

- [Global Affairs Canada](#) — Canadian bilateral donor; Suman engaged through GAGGA's COP28 and COP29 advocacy and climate finance negotiations.
- [Dutch Ministry of Foreign Affairs](#) — Dutch bilateral donor; engaged through GAGGA alliance communications and feminist climate finance advocacy.
- [Green Climate Fund](#) — Multilateral climate finance body; Suman supported the facilitation of direct I-on-I dialogue at the UNFCCC COP28 Side Event; also supported collaboration through C4AC.

Additional C4AC Partners: [ClimAct](#), [Pomelo](#), [Ohana Foundation](#), [Thousand and One](#), [SAYWiW](#), [SheChecks](#), [ENACT Earth Foundation](#), [The Sora Collective](#), [Estonian Trans Alliance](#), [Amnesty Feminists](#), [European Network of People who Use Drugs](#), [RADIATE](#), [Believe in the Invisible](#), [ChemiChemi Foundation](#), [Africa Feminist Collective](#), [Raahi](#), [Tapish Foundation](#), [Foś Feministas](#).



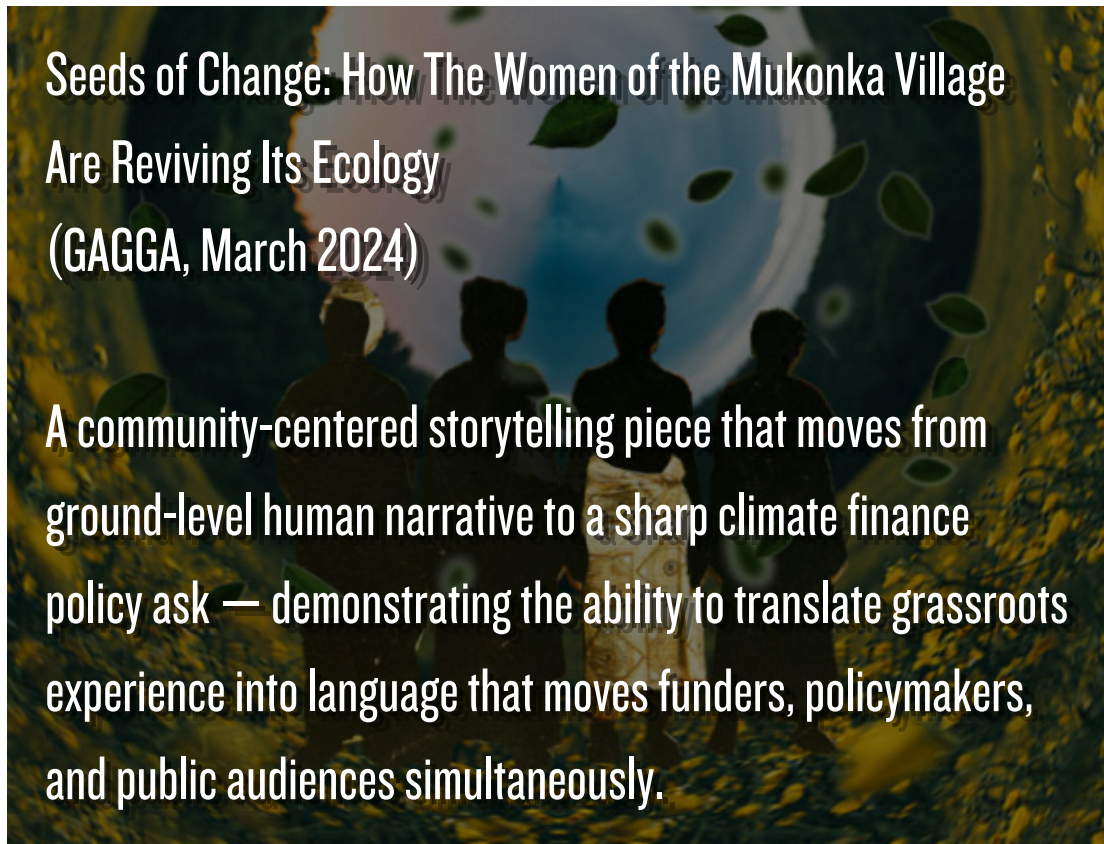
**Defending the Defenders:
Funding for Climate and Gender Justice
(Alliance Magazine, March 2024)**

A strategic op-ed written for Alliance Magazine's global philanthropy audience, translating frontline WEHRD experiences into a concrete policy argument for restructuring climate finance, demonstrating the ability to write with both political clarity and human voice for institutional decision-makers.



**Harnessing People Power to End the Fossil Era: A
Conversation with 350.org (GAGGA, November 2023)**

A coalition interview piece coordinating 350.org's voice into GAGGA's COP28 advocacy narrative — demonstrating the ability to align external spokespeople with a coalition's shared messaging framework while preserving each organization's distinct positioning.



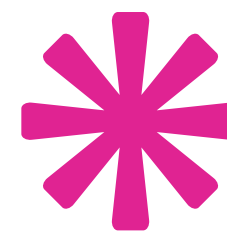
**Seeds of Change: How The Women of the Mukonka Village
Are Reviving Its Ecology
(GAGGA, March 2024)**

A community-centered storytelling piece that moves from ground-level human narrative to a sharp climate finance policy ask — demonstrating the ability to translate grassroots experience into language that moves funders, policymakers, and public audiences simultaneously.



**Fund Forward Partner Toolkit — GAGGA
10th Anniversary Campaign
(gaggaalliance.org, 2026)**

A fully built digital coalition coordination platform, complete with multilingual posting calendars, downloadable campaign assets, brand guidelines, and coordinated media actions across nine campaign moments, demonstrating C4AC's end-to-end capacity to build exactly the kind of resource hub and coordinated media infrastructure Common Charge is seeking in Workstreams 2 and 4.



PROPOSED FEE STRUCTURE

Monthly Retainer: \$8,500/month

Contract Term: June 2026 – May 2027

The monthly retainer covers the full C4AC Labs team across all four workstreams: communications strategy and direction, messaging framework development, campaign and rapid response execution, social media, visual content, and digital infrastructure. Team members contribute fluidly based on workstream demands in any given month rather than being siloed to fixed individual allocations.

At an estimated **118 hours/month across a seven-person senior team**, this retainer translates to an effective blended rate of approximately **\$72/hour**, well below US market rate for equivalent senior communications consulting work, and made possible by C4AC Labs' team structure and our genuine commitment to building Common Charge's communications infrastructure as a long-term partner rather than a transactional engagement.

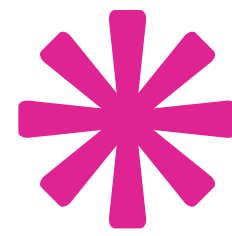
Two additional project fees apply for defined build phases:

- **Resource Hub technical build: \$4,500** (one-time, June–August 2026), design, build, and launch of the Common Charge resource hub and newsletter infrastructure, led by Kabir Patil, Executive Director of Tech and Security, and Xai (Zaid Adil), Full Stack Developer.
- **Training Series design and delivery: \$3,000** (one-time, Fall 2026), design, facilitation, and materials development for the six-session spokesperson training series, co-led by Hafsa Bhat, Messaging and Language Lead.

Travel expenses for in-person training sessions and convenings to be reimbursed at cost per Common Charge's standard reimbursement policy.



Our Executive Director, Suman Saurav, at the Global Alliance for Green and Gender Action's Alliance Review Meeting
Amsterdam, Netherlands, 2023



LET'S BUILD THIS TOGETHER

Common Charge is doing something rare; building a coalition that actually moves together, speaks with one voice, and treats energy equity as a people issue, not just a policy problem. That is exactly the kind of work C4AC Labs was built to support.

We bring the coalition communications infrastructure experience, the energy policy fluency, the technical capacity, and the lived understanding of what energy inequity actually means for the communities Common Charge is committed to serving. We are not coming to this as observers but people who have navigated these systems ourselves, and who have spent a decade building the communications tools that make justice work visible, fundable, and impossible to ignore.

We would be honored to build this with you.



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