



Request for Proposal (RFP) for New Mexico/San Luis Valley Regional Coordinator

Rocky Mountain Farmers Union (RMFU) is a grassroots organization dedicated to supporting and advocating for family farmers, ranchers, agricultural workers, and rural communities in Colorado, New Mexico, and Wyoming. Founded in 1907, RMFU has a long history of promoting sustainable agriculture, advocating for fair farm policies, and fostering strong rural communities.

Independent Contractor Position

RMFU is seeking a New Mexico/San Luis Valley Regional Coordinator to support our membership growth and advocacy work in Northern, Central, and Eastern New Mexico, as well as the San Luis Valley region of Southern Colorado. This coordinator will work with our existing San Luis Valley Farmers Union, Northern New Mexico Farmers Union, and Quay County Farmers Union chapters, and support expansion of new chapters.

Location

The New Mexico/San Luis Valley Regional Coordinator may be based anywhere in Northern New Mexico and is expected to travel throughout Central, Northern, and Eastern New Mexico as well as the San Luis Valley of Colorado for engagement and organizing work. Additional travel throughout broader Colorado and New Mexico may be periodically requested or offered.

Purpose of Position

Rocky Mountain Farmers Union is seeking a dynamic contractor to serve as New Mexico/San Luis Valley Regional Coordinator. This role is ideal for a self-starter with strong community ties, a passion for rural advocacy, and a flexible schedule. The position could be well designed to supplement existing work in agriculture. The coordinator will focus on furthering the efforts and mission of RMFU out in the field – by assisting existing or developing local RMFU chapters, recruiting and retaining members, planning and executing membership gatherings in their region, supporting and attending local agricultural events, and generally building stronger connections between RMFU and rural



agricultural communities. The New Mexico/San Luis Valley Regional Coordinator will be supported to work independently and supplementary to the broader Membership Department of RMFU.

Essential Duties and Responsibilities

- Membership Growth & Engagement
 - Identify and recruit prospective members through outreach, referrals, and events
- Cultivate relationships with existing members to encourage retention
 - Maintain basic familiarity with and share information about RMFU programs, benefits, and advocacy efforts
 - Track and communicate issues that local members are facing to the broader team
- Working with Local RMFU Chapters
 - Assist existing chapters in collaboration with their local leadership teams through consistent communication, support, and guidance
 - Develop and establish new chapters as growth allows
- Local Events & Community Presence
 - Coordinate educational or social events to build member involvement
 - Support chapter leadership in hosting local meetings and events
 - Represent RMFU at local meetings, fairs, farmers markets, and ag gatherings
- Reporting & Communication
 - Track outreach and engagement activities
 - Share regular updates with RMFU staff on trends, challenges, and opportunities in the region
 - Remain in contact with RMFU's Membership Department and state office, including via email, virtual conference calls, and staff/contractor meetings
- Promote the philosophy, policy, benefits and membership growth of RMFU.
- Keep informed about the organization and programs of The Farmers' Educational and Co-operative Union of America ("National Farmers Union") and their relationship to RMFU.



- Conduct your business affairs in a highly responsible and reputable manner designed to further the interests of RMFU and its members.
- Be an active participant on the Rocky Mountain Farmers Union team.

Required Qualifications

- Possess an understanding of agricultural and rural issues in your region.
- Ability to advocate for a position that you may not personally agree with.
- Excellent written and verbal communication skills in interpersonal, group, and public settings.
- Excellent problem-solving, conflict resolution, and decision-making skills using a collaborative approach.
- Good administrative aptitude, including computer skills with Microsoft Office products.
- Strong listening, facilitating, and relationship-building skills.
- Creative thinker with the ability to generate innovative ideas, to elicit participation, to seek out new partnerships and opportunities, and build trust.
- Ability to work independently, manage time effectively, and communicate efficiently with RMFU staff.
- Valid Driver's License and willingness to travel throughout New Mexico and Colorado.

Desired Qualifications

- Familiarity with the Rocky Mountain Farmers Union and its mission.
- Experience working on a farm or ranch.

Scope of Work, Level of Effort, and Budget

The New Mexico/San Luis Valley Coordinator will provide services as described in this RFP on a part-time basis.

- Anticipated level of effort approximately 15–25 hours per week, with seasonal variability



- Estimate for planning and pricing purposes only – does not guarantee a minimum or maximum number of hours.

Total budget available for professional services not to exceed \$20,000 annually.

Additional travel stipend of up to \$5,000 annually available for approved, reimbursable travel expenses, to be itemized separately from professional fees and reimbursed in accordance with organizational travel policies.

Fees are tied to the completion of services and deliverables and are not based on guaranteed hours or a fixed schedule.

Proposal Requirements

All proposals should include the following items:

- Letter of Interest, including a short narrative (1 page or less) of your experience in agriculture and/or your experience advocating for agricultural or rural issues.
- Name of individual who will serve as New Mexico/San Luis Valley Regional Coordinator as outlined above.
- Experience and qualifications of the individual named above, highlighting their previous work, areas of expertise, and capacity to fully execute the functions outline in the proposal.
- A proposed fee structure for services
 - Proposers should structure their approach, staffing, and pricing to align with the stated scope, level of effort, and available budget.

Submission of Proposals

Please submit proposals and any questions electronically to Jen Ghigiarelli—Director of Membership—at jen.ghigiarelli@rmfu.org as soon as possible. Proposals will be considered as they are received, with a final deadline for proposals as February 2, 2026. If any of the submission requirements are not met, the proposal may not be considered.