

Request for Proposal (RFP)

Marketing and Communications Plan Development for an Environmental Education, Youth Development and Land Conservation Organization

Issuing Organization: **Norman Bird Sanctuary**

Location: New England (Priority to Rhode Island Firms)

Issuance Date: July 8, 2024

Proposal Due Date: July 30, 2024

Overview

Norman Bird Sanctuary (“NBS”) has a 75-year legacy of environmental education, youth development and land conservation/stewardship. We empower people through educational programs that enhance their understanding and engagement in environmental stewardship. To bolster our impact, we seek a marketing expert or agency to develop a comprehensive marketing and communications plan that will raise awareness of our mission, engage stakeholders, and drive participation in and support for our programs.

I. Objectives

The primary objectives for the marketing and communications plan include:

1. Brand Awareness and Positioning:

- Increase public awareness of our organization and its mission across New England, with a special focus on Rhode Island.
- Retire an old narrative and refine with a new one. Burnish, not rebuild, brand.

2. Stakeholder Engagement:

- Develop strategies for engaging young people, parents, educators, donors, and community partners.

3. Program Promotion:

- Promote our educational and conservation programs to boost participation and support.

4. Fundraising Support:

- Create communication strategies that support our fundraising efforts.
- All communication must dovetail with the priorities of the Capital Campaign and Strategic Plan.

II. Scope of Work

The selected marketing expert or agency, keeping within a budget of \$25-35,000, will be responsible for:

1. Market Research and Analysis:

- Perform a SWOT analysis using existing data to understand the organization's strengths, weaknesses, opportunities, and threats.

2. Marketing and Communications Plan Development:

- Develop a strategic marketing and communications plan covering all relevant channels (digital, print, social media, PR, etc.).
- Design a content calendar to coordinate marketing activities.

3. Brand Enhancement:

- Refine the organization's messaging and collateral.
- Ensure brand consistency across all communication platforms.

4. Digital Strategy:

- Create a robust digital marketing strategy, including SEO, SEM, email marketing, and social media campaigns.
- Develop content for the organization's website, social media platforms, and newsletters.

5. Community and Media Engagement:

- Design strategies to engage with local communities and media outlets.
- Plan and execute events, press releases, and media campaigns to enhance visibility.

6. Performance Metrics and Reporting:

- Define key performance indicators (KPIs) to measure the success of

marketing efforts.

- Provide regular progress reports and analytics.

III. Proposal Requirements

Interested parties must submit a proposal that includes:

1. Cover Letter:

- A brief statement of interest and overview of the firm's relevant experience.

2. Executive Summary:

- Summary of the proposed approach to achieving the objectives and scope of work outlined in this RFP.

3. Company Profile:

- Overview of the firm, including history, team members, and primary areas of expertise.

4. Experience and Qualifications:

- Detailed description of experience with similar projects, focusing on youth development, land conservation, or non-profits.
- Profiles and roles of key team members who will work on the project.

5. Proposed Methodology:

- Detailed description of how the firm will approach the project, including research methods, strategic planning, implementation and team leader.

6. Project Timeline:

- Estimated timeline for project phases from initiation to completion.

7. Cost Proposal:

- Detailed breakdown of costs, including fees for all services and any additional expenses.

8. References:

- Contact information for at least three references from similar projects.

Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

1. Experience and Expertise:

- Demonstrated experience with similar projects and relevant skills.

2. Strategic Approach:

- Quality and feasibility of the proposed methodology and strategies.

3. Understanding of Our Mission to *Spark people's curiosity to explore, steward, and find peace and joy in nature*

- Depth of understanding of youth development and land conservation.

4. Market Knowledge:

Preference for Rhode Island firms with strong understanding of the New England region and audience.

5. Cost Effectiveness:

- Value for money and cost-effectiveness of the proposal.

6. References and Past Performance:

- Positive feedback from references and a strong record of accomplishment of successful projects.

Submission Instructions:

Please submit your proposals electronically to tregan@normanbirdsantuary.org by EOD July 20, 2024. For any questions regarding this RFP, contact Theodore Regan at 401.846.2577 ext. 416.

Timeline:

- RFP Issuance Date: July 8, 2024
- Proposal Due Date: July 30, 2024
- Evaluation of Proposals: July 30-August 16, 2024
- Interview finalists: August 12-16, 2024
- Firm Selection and Notification: August 19, 2024

Project Kick-off: September 01, 2024

Project Completion: January 15, 2025

Norman Bird Sanctuary is committed to promoting diversity and inclusion.

Minority-owned, women-owned, and RI-based firms are encouraged to apply.

We look forward to your proposals and to partnering with a dedicated marketing expert or agency committed to furthering our mission. Thank you for your interest and effort in responding to this RFP.

Norman Bird Sanctuary

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