



Request for Agency Qualifications Farm Credit Centennial Preparation

This is a request for qualifications for project management and public relations services to support the celebration campaign surrounding the upcoming centennial of the [Farm Credit System](#). The Farm Credit System was established in 1916 when President Woodrow Wilson signed the Federal Farm loan Act on July 17, which created the Federal Land Banks and Federal Farm Loan Board. This allowed for government start-up capital for cooperative agricultural lending agencies - today's Farm Credit associations.

As the first Government Sponsored Enterprise, Farm Credit has a long [history](#) of service to rural America to fulfill its unique mission. Cooperatively owned by the farmers and ranchers who borrow from us, Farm Credit organizations are true [partners](#) to the rural communities we serve.

Today, the Farm Credit System is a nationwide network comprised of four wholesale banks and 83 retail lending associations serving every county in the U.S. and Puerto Rico. At year-end 2011, Farm Credit reported total assets of \$230 billion and gross loans of nearly \$175 billion, making Farm Credit one of the most important sources of capital and related financial services to the agriculture industry. As a culture, the core value of the organization is its strong borrower-owner relationships and its stable access to vital financial resources for America's producers who grow our food and fiber.

Our centennial will celebrate our borrower-owners, the organizations we support that contribute to the lives and livelihood of rural Americans, and the unique relationships Farm Credit organizations have with them. We are seeking a partner who will help us to prepare over the next four years for an important milestone in our history.

This long-term project will have many opportunities for the agency or agencies selected. Anticipated activities in creating a high-impact, integrated brand building and storytelling approach may include but certainly will not be limited to the following:

- Creation and execution of an integrated communications campaign celebrating Farm Credit's centennial, history, and the farmers and ranchers we serve
- Creating a brand for the centennial celebration efforts
- Creating processes and workflow for identifying, evaluating and preserving documents, artifacts and other items of historical value residing in Farm Credit vaults, presidential libraries and other establishments that can help tell the story of Farm Credit's history and service to agriculture

- Creating an integrated digital strategy to maximize existing Farm Credit web properties and incorporate new elements to package compelling multimedia storytelling elements
- Developing and implementing extensive commemoration plans that may include traveling exhibits, books, time capsules and more
- Developing resources to aid in local and national event planning and community activation for a variety of key stakeholder audiences
- Creating extensive internal communications plans to engage employees, leadership and boards
- Creating a Corporate Social Responsibility, community service and volunteerism component of the centennial celebration to benefit communities, non-profits or others
- Assessing and making recommendations for participation in related sponsorship opportunities (i.e., the Smithsonian American History Museum “American Enterprise” installation on the history of agriculture and finance)
- Auditing, evaluating, recommending and placing paid media as appropriate
- Communicating about our efforts and service to rural America on our behalf and in ways consistent with our messaging around mission, service, safety, soundness, reliability and partnership

This is an open request for qualifications. Successful candidates may be individual firms, or a collaborative partnership of firms with specialized skills and demonstrated success working together on large projects. Upon review of submissions, we will contact those who meet our review criteria to participate in the next phase. Finalists will be invited to recommend a total budget as part of a subsequent Request for Proposals based on a “ballpark” investment amount.

All responses should include:

- A description of the firm or firms core capabilities, years in business and general service and fee structure
- A sample of case studies demonstrating the firm or firms success in supporting long-range event planning and national campaign execution
- Your firm or firms philosophy on the general approach for a project of the depth and breadth proposed above
- Information about current or past relationships with Farm Credit organizations

Questions

A conference call will be held to answer questions from interested parties on Wednesday, June 6 at 9 a.m. MDT. If you would like to participate, please respond to 100@FarmCredit.com with subject "Attend Centennial RFQ Conference Call," and include your name, organizational affiliation, number and name of attendees, and provide all of your questions in writing. We will respond with the call information after verifying your credentials on your organization's website. All attendees will be asked to sign a non-disclosure agreement. Only questions submitted in writing prior to the call will be addressed.

Submission Specifics

All submissions should be provided electronically via 100@FarmCredit.com and four hard copies should be delivered to the mailing address below. Please limit your entire response to 40 pages.

Timeline

May 11: Request for proposals issued
June 6: Agency Q&A conference call
June 29: Preliminary written responses due
July 18: Advancing agencies notified; detailed Request for Proposals issued
July 23: Deadline for agency confirmation of participation in proposal process
August 8: Proposals due
August 15: Finalists notified
Week of August 27: Proposal presentations
September: Agency partner notified of selection
September 20: Farm Credit committee presentation in Denver
October
Q412: Finalization of budget; strategic planning
2013: Execution begins

About Farm Credit: Lending Support to Rural America

For 95 years, Farm Credit has been a national provider of credit and related services to rural America through a cooperative network of customer-owned lending institutions and specialized service organizations. Created by Congress in 1916, the Farm Credit System provides nearly \$175 billion in loans and leases to farmers, ranchers, rural homeowners, aquatic producers, timber harvesters, agribusinesses, and agricultural and rural utility cooperatives. For more information please visit www.farmcredit.com.

About the National Communications Team

The Farm Credit national communications team acts as a hub for communications, contributions and collaboration for the Farm Credit System. Acting as a common thread for all Farm Credit organizations across the U.S., the team broadens awareness of Farm Credit's unique mission to key stakeholder audiences. The national communications team is based in Denver at [FCCServices](http://FCCServices.com), a management-consulting firm serving the needs of Farm Credit. For more information visit www.farmcredit.com.

Farm Credit Contacts

[Leigh Picchetti](#)

Senior Vice President, Communications

FCC Services

303.721.3281 office

[Linked In](#)

[Margaret Fogarty](#)

Farm Credit National Communications Director

FCC Services

303.721.3284

[LinkedIn](#)

7951 E. Maplewood Ave., Ste. 225

Greenwood Village, CO 80111

farmcredit.com

twitter.com/farmcredit

facebook.com/farmcreditnational

youtube.com/farmcreditsystem