



Request for Proposal Crisis Communication

Purpose

Conservation Legacy is seeking expertise to help develop, manage and support internal and external communication crisis communication. This includes providing proactive and preventative measures as well as working with Conservation Legacy during an active crisis situation.

Organizational Background

Mission: Fostering Conservation service in support of communities and ecosystems.

Founded in 1998 to continue the legacy of the Civilian Conservation Corps of the 1930s, Conservation Legacy was born from the commitment to effectively and efficiently support local programming and is dedicated to meeting the needs of individuals, communities and partners across the country through national service. Conservation Legacy provides support for local conservation service programs under the leadership of a national organization, delivering high quality programming in communities across the country to produce enduring impact through local action. As a national entity supporting a cooperative of local organizations, Conservation Legacy—a federated nonprofit—provides administrative, marketing and external relations, risk management and development support, allowing programs to focus on operations that meet the needs of their local stakeholders. Conservation Legacy programming is replicable and adaptable, allowing the organization and programs to stay nimble and localize impact while still tapping into the strength of scale as a national nonprofit.

In 2020, Conservation Legacy engaged over 2,000 youth, young adults and veterans in conservation, restoration and community development projects and contributed 1.4 million hours of service to public lands. Conservation Legacy programs— Appalachian Conservation Corps, Arizona Conservation Corps, Conservation Corps New Mexico, Southeast Conservation Corps, Southwest Conservation Corps, Stewards Individual Placement Program and Preserve America Youth Summit—engage participants on diverse conservation and community service projects that provide opportunities for personal and professional development and meet the high priority needs of public land managers and community partners. Working in close collaboration with partners across the country, Conservation Legacy advances goals of conservation, stewardship, national service and workforce development.

Requirements

Conservation Legacy is looking for an individual or firm with experience working with non-profits, preferably in the environmental and/or conservation specific sector. The ideal candidate or firm will have a strong background and expertise in crisis communication. Respondents that are female or BIPOC owned are encouraged to apply.



Scope of Work and Deliverables

Conservation Legacy is looking for support with preparing for and responding to challenges and crises with internal and external communications.

- Help developing, maintaining, and exercising proper crisis communications plans as needed
- Providing advice and support to help with preventative and proactive tactics to prevent ineffective and potentially damaging communication
- As needed, working with Conservation Legacy during a crisis situation, to include issues analysis and development of key messages and communication strategies relating to internal and external messaging

Budget

We expect to operate with a base budget of approximately \$7,000 for this engagement with recognition that costs will increase depending the amount of work associated with any specific crisis.

Proposal Submission Requirements

1. All proposals should be submitted electronically in PDF or Word to: Amy Sovocool, Chief Operating Officer, amy@conservationlegacy.org .
2. All proposals must include: A cover letter, experience and qualifications of the consultant and include the resume of the principal resource development professional providing direct service for this project.
3. A narrative that addresses how the Scope of Work, as outlined above, will be accomplished, including a timeline with benchmarks and the number of hours required to accomplish the plan.
4. A reporting and communication plan of how the consultant will update Conservation Legacy on the benchmarks and deliverables.
5. Clear outline of responsibilities for both Conservation Legacy and the selected consultant.
6. Project budget as well as all costs payable by Conservation Legacy must be clearly defined. Note that billing will coincide with reaching set goals and/or milestones.
7. Three (3) references from clients for whom the consultant has performed similar services.

Proposed Schedule

The selection of the fundraising consultant is expected to proceed as indicated below:

1. RFP Release: May 10th, 2021
2. Proposals Due: May 26th, 2021
3. Consultant Selected and Notified: June 3rd, 2021
4. Agreement Begins: by June 18th, 2021