



## **Request for Proposal Communications and Media – Strategy and Support**

### **Purpose**

Conservation Legacy is seeking a consultant to help raise Conservation Legacy's brand with the goal of establishing the organization as the conservation corps of choice for potential applicants, members, partners, staff and local communities.

### **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 sector. The ideal candidate will have a strong background and expertise in communication, media and public relations. Respondents that are female or BIPOC owned are encouraged to apply.



### **Scope of Work and Deliverables**

Conservation Legacy seeks a qualified communications consultant to help develop strategies for raising brand awareness through communications, media and public relations to help ensure the organization deliver on its mission and strategic priorities while reinforcing its brand. The consultant will also compliment the current staff in implementation of these strategies on a monthly basis. Conservation Legacy is seeking a six-month initial engagement that would then be managed on a monthly basis thereafter.

#### **Strategic Communication**

- Identification of communication strategies and opportunities to key audiences
- Review and incorporate relevant strategy from previous communications consultants
- Build off current resources to help develop and build out infrastructure, support and tools needed to amplify messaging and communication to key audiences.
- Provide ongoing recommendations to optimize the organization's ability to tell its story and impact
- Provide direct editing support and content creation for national and target market communications pieces
- Support current staff and ongoing efforts to raise the brand profile with key partners and funders
- Identify and providing ongoing support for key internal communication needs and opportunities

#### **Media and Public Relations**

- Identify key targets for proactive media engagement and help with the development and pitching of stories in outlets to raise Conservation Legacy's profile
- Support current staff and ongoing efforts to raise the brand profile
- Assist with proactive media relations, media monitoring and reporting including report data analytics related to audience reach and earned media value.
- The organization is seeking a partnership and collaborative relationship that supports the existing the team while bringing specific expertise to communication, media and public relations
- Respond to press inquiries, develop and support press releases, help with major organizational announcements and communication, help prepare staff/participants for media engagement and respond to other media opportunities.

### **Budget**

We expect to operate with a base budget of approximately \$5,000 to \$7,000 per month for this engagement with recognition that costs will increase depending on 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](mailto: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 consultant is expected to proceed as indicated below:

1. RFP Release: May 12<sup>th</sup>, 2021
2. Proposals Due: May 26<sup>th</sup>, 2021
3. Consultant Selected and Notified: June 3<sup>rd</sup>, 2021
4. Agreement Begins: by June 18<sup>th</sup>, 2021