

**Request for Proposals:
Digital Marketing and Communications Consultants**

**ORGANIZATIONAL
INFORMATION:**

Name: **Chesapeake Bay Foundation, Inc.**
Address: **6 Herndon Ave., Annapolis, MD 21403**
Contact: **Madeline Farrell, Communications Operations
Associate, mfarrell@cbf.org**

ISSUE DATE:

March 15, 2023

**SUMMARY OF NEED:
(Brief Overview)**

The Chesapeake Bay Foundation (CBF), a 501(c)(3) charitable organization is working to save the Chesapeake Bay and restore clean water to its rivers and streams.

The effort to save the Bay is one of this country’s oldest, most-studied, and politically robust environmental restoration movements. Although the Bay is showing signs of recovery, there is still far too much pollution reaching our waterways as our recent *2022 State of the Bay* report shows. And climate change and other challenges are making our job that much harder. The Chesapeake Bay now stands at a decisive moment: The Bay will either continue to get healthier and more naturally resilient or slide backward. How we respond right now will determine its fate.

For more than 50 years, CBF has been fighting to save the Bay. Now more than ever, we must accelerate our efforts by expanding our reach, engaging new audiences, and reinvigorating current supporters. To truly succeed in the next chapter of Bay-saving, we’re going to have to go beyond conservation’s historically narrow lens. The Bay is more than its molecules and more than a piece of water in Maryland and Virginia. It’s the more than the 18 million people who share its watershed—from Cooperstown, New York to Norfolk, Virginia.

THE PROJECT:

CBF’s Digital Marketing and Communications team is seeking the expertise of a digital agency or other consultants to help us navigate an ever-changing digital world and capitalize on opportunities to achieve the unique goals of a nonprofit environmental organization. Specifically, we’re looking for partners to help reinvigorate our digital fundraising, advocacy, acquisition, and engagement efforts. Given recent challenges across the industry, we are looking for new solutions to build our list of engaged, qualified supporters and inspire them to do more with us—volunteer, take advocacy action, give.

SCOPE OF WORK:

Provide Digital Marketing and Communications strategy development and consulting, including:

- Developing and aiding in the implementation of a comprehensive and measurable digital media strategy to:
 - Increase online fundraising (in coordination with direct mail efforts where appropriate) with an eye toward growing our sustainer program, acquiring new donors, and supporting other program priorities;
 - Increase online engagement, particularly with regard to cbf.org, to grow our supporter base and better educate and prime them for priority asks;
 - Enhance our online advocacy program, potentially using new tools to have greater impact;
 - Identify, target, and recruit new, *qualified* supporters—donors, advocates, volunteers, and others;
 - Meaningfully grow and maintain the health of our data and email list.
- Developing said strategy to include but not be limited to the creation and execution of the following components:
 - forecasting and objective setting,
 - campaign development,
 - paid media,
 - project management,
 - copywriting,
 - designing,
 - channel optimization and testing,
 - measurement and reporting,
 - technical trainings.
- Providing ongoing consulting services, including weekly meetings and collaborative project management in support of said strategy and other moments to make the most of last-minute opportunities as they occur;
- Measuring, reporting, and analyzing key metrics on a monthly basis (and more frequently during active campaigns), with mid-year and end-of-fiscal year comprehensive reviews and recommendations to be formally presented to CBF stakeholders and executives.
- Evaluating CBF's existing digital platforms, channels, and tools to provide recommendations around optimization and identify whether changes in software are warranted. If so, providing guidance on how best to go about migrations to new systems.
- Ability to provide robust technical assistance and expertise (including "how-to" documentation when needed) on Blackbaud Luminare systems and other digital platforms.

When submitting a bid, please break down costs and timeline.

THE SCHEDULE:

We request that your proposal is delivered electronically to CBF staff member Madeline Farrell no later than 5 p.m. on March 31, 2023.

CBF intends to make a selection no later than May 31, 2023. We will notify you once a decision for award of the bid is made.

The initial contract will run July 1, 2023 through June 30, 2024 with potential for annual extension up to a total period of 3 years.

MINIMUM REQUIREMENTS:

At a minimum, you must be able to provide the following (or have the following qualifications—list minimum requirements):

- The name and full contact information of your company and, if applicable, any other entity comprising your team. Please attach resumes or bios of staff who would be involved.
- Estimated availability/working schedule.
- Billable rate.
- List and describe three projects completed within the previous five years that are relevant to this project.
- List three client references and their contact information for whom you or your team members have completed work similar to that described in this RFP.
- Include basic information and history about the business entity, including financial information, technical capability, and any other information you feel is important for us to know.

Consultants should have demonstrable expertise assessing, designing, implementing, and measuring strategic online engagement, fundraising, and advocacy campaigns. Partners must be registered or willing to register as professional solicitors where legally required. Consultants located within the Bay watershed are preferred.

MINORITY PARTICIPATION:

CBF actively encourages proposals from Small, Women and Minority Owned (SWAM) Businesses. Please note if you are a Small, Women or Minority Owned Business and if you are certified by the State/Commonwealth/DC.

FOR FURTHER INFORMATION OR QUESTIONS:

Madeline Farrell, Communications Operations Associate,
mfarrell@cbf.org [mailto:](mailto:mfarrell@cbf.org)

BID RESPONSE FORM

Please complete the following information for your response:

1. The name and full contact information of your company and, if applicable, any other entity comprising your team: [Attach resumes of individuals involved.]

2. List and describe three projects completed within the previous five years that are relevant to this project. If the relevance is not immediately obvious, please describe briefly the relationship as you see it: [Attach additional information as appropriate.]

3. List three client references and their contact information for whom you or your team members have completed work similar to that described in this RFP:

4. Include basic information and history about the business entity, financial information, technical capability, and any other information you feel is important for us to know.

5. Fee Proposal, detailed to the greatest extent possible – cost for service: hourly rates (if applicable), typical direct out-of-pocket costs such as travel reimbursement, copies, mailings, etc..., and any other anticipated expenses that you foresee:

6. Additional information, such as you/your team member's particular experiences, training, and/or academic background(s) that may make you uniquely qualified for this position: [Attach additional materials as appropriate.]

A successful applicant may need to provide proof of insurance based on the services or product provided.

The undersigned certifies that the information submitted above is true and accurate.

The undersigned certifies that the person, firm, association, co-partnership or corporation herein named, has not, either directly or indirectly, entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competitive bidding in the preparation and submission of a proposal to the Chesapeake Bay Foundation for consideration in the award of a contract.

The undersigned further certifies that the firm, association, or corporation or any person in a controlling capacity associated therewith or any position involving the administration of federal funds; is not currently under suspension, debarment, voluntary exclusion, or determination of ineligibility by any federal agency; has not been suspended, debarred voluntarily excluded, or determined ineligible by any federal agency within the past three years; does not have a proposed debarment pending; and has not been indicted, convicted, or had a civil judgment rendered against said person, firm, association, or corporation by a court of competent jurisdiction on any manner involving fraud or official misconduct within the last three years.

I further acknowledge that by signing this page of the proposal, I am deemed to have agreed to the provisions of the affidavit.

(Name of Firm)

(Authorized Signature)

(Title)

(Please print Name)

(Date)