



RAINFOREST
T R U S T

REQUEST FOR PROPOSAL

Organization: Rainforest Trust

Today's Date: November 14, 2023

Proposal Deadline: December 8, 2023

Project Title: Rainforest Trust Public Relations Consultation

ABOUT RAINFOREST TRUST

Rainforest Trust is a highly effective U.S. non-profit founded in 1988 with the mission of saving endangered wildlife and protecting our planet by creating rainforest reserves through partnerships, community engagement and donor support. Our Strategic Plan for 2021-2025 doubles down on our mission, commits to raising and allocating \$200 million, and pledges to contribute to saving half of the world's threatened birds and mammals and permanently locking up the carbon equivalent of three years' emissions from the entire United States economy.

How do we protect acres? We fundraise for individual projects and work with conservation organizations local to our project sites to purchase or designate land. Among other criteria, our project sites are chosen based on the number, variety and urgency of endangered/vulnerable species residing within those acres; number and quality of rainforest acres; the estimated amount of carbon stored; importance to local indigenous communities; and connection viability to other existing or potential acres in conservation.

Since our founding in 1988, we have saved more than 45 million acres in over 50 countries across the globe.

Rainforest Trust is a fully remote organization, registered in New York State, with a mailing office in Warrenton, VA, part-time office in Washington, DC, and an affiliate, Rainforest Trust UK, in London.

1. PROJECT PURPOSE & DESCRIPTION

Rainforest Trust is seeking an individual or agency with a proven track record of excellence and expertise in public relations. The selected agency will be responsible for generating earned media results that will increase public awareness of Rainforest Trust, our brand, mission, and work among potential donors and other stakeholders.

The purpose of this Request for Proposal (RFP) is to identify and select a public relations firm or individual who will work with us to develop, implement and report on the success of an earned media strategy. Candidates must be established agencies or PR experts with the requisite experience to accomplish Rainforest Trust's objectives, which are outlined in this RFP.

2. SCOPE OF WORK

The first project upon hire will be to assist in developing and executing a media relations plan for a significant thought leadership initiative. Rainforest Trust, in collaboration with Coax Insights, a market research firm, has conducted a first-of-its kind survey of more than 125 local conservation organizations across Latin America, Africa and Asia. We are surveying perceptions about conservation progress, opportunities, and challenges. With this survey, Rainforest Trust is gathering insights about our partners that can help inform how we support and interact with them, and to position Rainforest Trust as a conservation leader through insightful findings that can be shared with the media.

The survey is also an important vehicle to achieve the following media relations goals: raising awareness for Rainforest Trust; positioning the organization as a thought leader on urgent conservation issues; building relationships with key reporters who cover conservation and climate; and producing earned media coverage. The ultimate goal is to reach and expand our base of high net worth donors.

Following completion of this project, the individual or agency will develop, in collaboration with Rainforest Trust, a public relations strategy focused on using earned media to expand Rainforest Trust's high net worth donor base. During the remainder of the contract, and its renewal if performance is excellent, the individual or agency will implement this strategy working closely with Rainforest Trust's CEO, Director of Marketing, Senior Communications Associate, and the Marketing Committee of Rainforest Trust's Board of Directors.

Rainforest Trust's overall communication objectives include but are not limited to the following:

- Develop annual organizational PR strategy and goals.
- Attract new high net worth donors through earned media.

- Raise awareness of Rainforest Trust.
- Maintain a positive reputation and image for Rainforest Trust with the media and other stakeholders.
- Generate positive media attention for Rainforest Trust.
- Develop and execute public facing media campaigns, cultivate media relationships, write press releases, prepare FAQs and other documents as needed, coordinate media interviews, prepare senior staff to conduct interviews, and evaluate and manage risk.
- Identify appropriate targets for messaging of Rainforest Trust.
- Develop and pitch proactive stories that raise the profile of the organization and its projects, partners and other initiatives in the media.
- Execute thought leadership by positioning Rainforest Trust leaders as subject-matter experts on important topics with mainstream and conservation media, including digital, print and broadcast.
- Manage inbound requests from the media for information or interviews with Rainforest Trust spokespersons.
- Prepare Rainforest Trust spokespersons for media interviews, including message development, Q&As and coaching on effective communication tactics.
- Establish and maintain relationships with conservation and mainstream media, including reporters, editors and producers to promote Rainforest Trust stories and impact.
- Manage potential media crises and protect the brand's reputation.
- Track coverage and measure overall efforts, deliver weekly reports and comprehensive monthly reports.
- Send media clips monthly; tracking coverage and measuring efforts.

KEY DELIVERABLES:

- **January 2024: Execute proactive media relations strategy to generate coverage for the Rainforest Trust Partner Survey**
 - Report back to Rainforest Trust on outcomes and reach
- **March-April 2024: Lead on collaborative development of Rainforest Trust PR Strategy**
- **Remainder of the year: Implement strategy**
- **End of year: Report on outcomes and discuss renewal**

4. EVALUATION METRICS

Rainforest Trust will evaluate bidders and proposals based on the following criteria:

- Overall capacity to meet goals.
- Ability to deliver creative and innovative ideas and solutions, including compelling story ideas and pitches.
- Track record of success in generating earned media based on thought leadership, commentary by subject-matter experts and other proactive approaches.
- Understanding of nonprofit & member-based organizations and the fundraising climate.
- Knowledge and understanding of conservation and environmental topics in the media.

- Understanding of traditional public relations strategies as well as digital metrics & analysis, analytics and impact.
- Commitment to ongoing evaluation and understanding of media metrics.
- Strength and reach of media relationships.
- Relationships with specific media outlets for conservation and the environment.
- Clear process for measuring success, including metrics, targets and reporting.

5. PROPOSAL REQUIREMENTS

- Provide company profile, length of time in business and core competencies.
- Provide a brief history and company values, if applicable.
- Provide an overview of how you would roll out the Rainforest Trust Partner Survey.
- Describe your organizational structure; include a number of full-time, part-time and contractual employees and the reputation and stability of the firm.
- Highlight the employee who will be Rainforest Trust's main contact throughout the contract period.
- Highlight proven experience developing public relations strategies for global brands.
- Describe the anticipated workflow between your company and Rainforest Trust.
- Provide Public Relations examples that best reflect your work as it relates to Rainforest Trust.
- Include samples, case studies, or program summaries that demonstrate successes.
- Provide three references from current or past clients.
- Describe metrics for client satisfaction.
- Project Costs.

OTHER CONSIDERATIONS TO INCLUDE:

- Expertise in ESG and sustainability is highly desired.
- Experience positioning a brand or company on the world's biggest social, economic and environmental challenges is highly desired.

5. BUDGET

All proposals must include an itemized list of proposed costs to complete the tasks described in the project scope. Costs should be stated as one-time or non-recurring costs (NRC) or monthly recurring costs (MRC). All costs and fees must be clearly described in each proposal, including:

Retainer: _____ annually or monthly

Additional/Itemized Costs: _____

6. PROPOSAL SUBMISSION GUIDELINES

Proposal Submission

This Request for Proposal represents the requirements for an open and competitive process. **Proposals will be accepted by email, until December 8, 2023 by 5:00pm EST.** Any proposals received after this date and time will be returned to the sender. All proposals must be signed by the individual submitting the proposal.

Submit your proposal by e-mail to:

Kira Seibel

Director of Marketing

kira@rainforesttrust.org

Costs

All costs must be itemized to include an explanation of all fees and costs as necessary.

Timeline

A basic schedule or timeline of completion of major project tasks should be included, including possible start date.

References

Please include a minimum of three references and case studies from clients similar to Rainforest Trust with your proposal.

Contract Terms

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by Rainforest Trust senior management and legal department, and will include scope, budget, schedule and other necessary items pertaining to the project.

CONTACT INFORMATION

For questions or concerns connected to this RFP, contact Kira Seibel:

kira@rainforesttrust.org, cell: (540) 422-3613



**RAINFOREST
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