



Request for Proposal (RFP)

Title: Development of strategic messaging for the Ecology Action Centre

Issued by: Ecology Action Centre

Date Issued: Thursday, Nov. 21, 2024

Proposal Deadline: Tuesday, Jan. 7, 2024

1. Introduction

The Ecology Action Centre (EAC) is a leading environmental charity based in Nova Scotia/Mi'kma'ki, dedicated to promoting environmental sustainability and advocating for meaningful environmental action. We're seeking proposals from experienced marketing agencies or consultants to develop strategic messaging that will form the cornerstone of our communications and marketing strategy.

Objective:

To communicate the EAC's impact more effectively and in simple and accessible language. To expand our reach to new audiences such as new residents to Nova Scotia and Canada, younger folks (Gen Z), and people in rural communities. To increase these audiences' awareness and involvement with the EAC while reinforcing our image as an impactful, trustworthy, relatable, and a reliable source of information on environmental issues in Nova Scotia.

2. Project Overview

The selected agency or consultant will work closely with the EAC's communications team to create clear, impactful, and targeted messaging that resonates with key demographics. The messaging should be adaptable across various channels and campaigns, ensuring consistency in how the EAC is presented to diverse audiences. The selected agency or consultant will also develop principles around EAC's messaging so that it can inform staff on how they talk about their work and impact.

Key Audiences:

- Know EAC but not very engaged
- Newcomers to Nova Scotia (Canadians moving to Nova Scotia)
- Newcomers to Nova Scotia (new immigrants to Canada)
- Youth (Gen Z)

Desired Outcomes:

- Drive greater engagement, involvement, action and membership from the key audiences.
- Reinforce the EAC's reputation as an impactful, trustworthy, relatable, reliable and welcoming environmental organization.
- Improve the effectiveness of our messaging to ensure accessibility and relevance across all communications.
- Improve how the EAC talks about the impacts of their work in an effective and engaging manner.
- Increase awareness of the EAC among target audiences.

3. Scope of Work

The selected agency or consultant will be responsible for the following tasks:

- **Audience Research:** Conduct research or leverage existing data to understand the motivations, barriers, and communication preferences of the identified key audiences.
- **Messaging Development:** Working with the EAC team to create clear and compelling messaging that improves how the EAC communicates its impact, tailored to the target audiences.
- **Testing and Iteration:** Develop a plan for testing the messaging with target audiences, gathering feedback, and refining the messaging based on insights.
- **Guidelines and Training:** Provide guidelines or principles for implementing the messaging consistently across the organization. This may include training sessions or materials.

4. Deliverables

- **Audience Profiles:** Detailed profiles of the target audiences, including key insights and recommendations for communication approaches.
- **Messaging Framework:** A document outlining the strategic messaging, key messages, and supporting points for each target audience.
- **Testing Plan:** A strategy for testing and refining the messaging, including recommended methods and timelines.
- **Implementation Plan:** A plan for integrating the messaging into the EAC's broader communications and marketing efforts, including timelines and key milestones.
- **Training and Guidelines:** Materials and/or sessions to guide the EAC in implementing the messaging consistently across the organization.

5. Proposal Requirements

Interested agencies or consultants are requested to submit a proposal that includes the following:

- **Company Overview:** Background and experience of the agency or consultant, including relevant experience in nonprofit and/or environmental communications and marketing.
- **Approach:** A description of the approach you would take to develop the messaging, including methodologies, tools, and techniques.
- **Team:** Profiles of key team members who will be involved in the project, including their relevant experience.
- **Timeline:** A proposed timeline for completing the project, including key milestones and deliverables.
- **Budget:** A detailed budget, including all costs associated with the project.
- **References or Portfolio:** Contact information for at least two references from similar projects or portfolio of examples of similar work for clients.

6. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Experience and expertise in environmental communications and marketing.
- Ability to deliver clear, impactful messaging that resonates with diverse audiences.
- Proposed timeline and budget alignment with project goals.
- Demonstrated understanding of the EAC's mission, vision, values, and target audiences.
- Creativity and innovation in approach and methodology.
- Positive references from past clients.

7. Submission Instructions

Please submit your proposal in PDF format by Tuesday, Jan. 7, 2025 to:

Contact Person: Claire Parsons

Email: claire.parsons@ecologyaction.ca

Mailing Address: 2705 Fern Ln, Halifax, NS B3K 4L3

8. Timeline

- **RFP Issued:** Tuesday, Nov. 21, 2024
- **Proposal Submission Deadline:** Tuesday, Jan. 7, 2025
- **Review and Selection of Agency/Consultant:** Tuesday, Jan. 16, 2025
- **Project Kickoff:** Monday, Jan. 27, 2025
- **Project Completion:** Monday, March. 10, 2025
- *Please note that the EAC office will be closed from Dec. 20, 2024 to Jan. 5, 2025.

9. Budget

\$20,000.00

10. Contact Information

For any questions or further information, please contact:

Claire Parsons

Senior Strategic Communications Manager

claire.parsons@ecologyaction.ca

Ecology Action Centre

2705 Fern Ln, Halifax, N.S., B3K 4L3

ecologyaction.ca

This RFP is an invitation to submit a proposal and does not obligate the Ecology Action Centre (EAC) to award a contract or pay any costs incurred in preparing a proposal. The EAC reserves the right to accept or reject any or all proposals received. This RFP provides a comprehensive guide for interested agencies or consultants to understand the project's scope, objectives and expectations.