

REQUEST FOR PRICE QUOTATION and BID For B2C Writing Services

Purpose:

This Request for Bids (RFB) is designed to solicit price quotations and/or bids from qualified service providers for the purpose of providing the non-profit Recreational Boating & Fishing Foundation (RBFF) with business-to-consumer (B2C) content writing services for our websites TakeMeFishing.org and VamosAPescar.org.

RBFF Contact Person:

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Closing Date and Time: March 27, 2015, 5:00 PM ET

Background:

Our Mission & Funding

RBFF is an independent, not-for-profit 501(c)(3) organization whose mission is to increase participation in recreational fishing and boating and thereby increase public awareness and appreciation of the need for protecting, conserving, and restoring this nation's aquatic natural resources.

In recent years a shared concern has emerged in the boating, fishing and conservation communities. Participation in recreational boating and fishing is changing, and in some cases declining. Projections of demographic trends indicate that in the next 25 years significant population growth will only be occurring among groups who have not traditionally been as involved with boating and fishing. Furthermore, current fishing and boating participant demographics reflect a population most likely to age out of the sport within the next few years. This signifies obvious economic impacts in both private and public sectors, with additional considerations in the areas of aquatic resource stewardship.

RBFF's challenge is to maintain and increase participation among those groups where fishing and boating have always played an important role, while diversifying to include a wider representation including: youth, Hispanic/Latino and outdoor enthusiasts not currently active in boating and fishing.

RBFF's funding is administered through the U.S. Fish and Wildlife Service (USFWS). The original source of the funds, the Sport Fish Restoration and Boating Trust Fund, is comprised of excise taxes paid by manufacturers of fishing tackle and a consumer tax on motorboat fuel.

Our Audiences

RBFF's consumer outreach to educate and motivate consumers to participate in fishing and boating focuses on different key target audiences:

- Occasional boaters and anglers who may also have lapsed in participation.
- Families with young children who are new to boating and fishing.
- People who are active in outdoor activities, but new to boating and fishing.
- Avid boaters and anglers.
- Hispanic/Latino and outdoor enthusiasts not currently active in boating and fishing.
- Hispanic/Latino families with young children who are new to boating and fishing.

Our Tools

RBFF is a nonprofit organization whose mission is to increase participation in recreational angling and boating, thereby protecting and restoring the nation's aquatic natural resources. RBFF developed the award-winning Take Me Fishing™ and Vamos A Pescar™ campaigns to create awareness around boating, fishing and conservation, and educate people about the benefits of participation. Take Me Fishing and Vamos A Pescar help boaters and anglers of all ages and experience levels learn, plan and equip for a day on the water. The campaign websites, TakeMeFishing.org, and VamosAPescar.org, feature how-to videos, information on how to get a fishing license and boat registration, and an interactive state-by-state map that allows visitors to find local boating and fishing spots.

For more information about RBFF and its Take Me Fishing™ and Vamos A Pescar™ brand campaigns, please visit www.takemefishing.org/corporate.

Scope of Services:

RBFF is looking for a team of experienced writers to provide well-written researched web content such as how-to information, fact sheets, tip sheets, checklists, blog posts and infographics for consumer audiences on TakeMeFishing.org and VamosAPescar.org.

Specific Areas of Expertise (1 to 2 areas of expertise are preferred so that all desired topics can be covered to meet marketing goals).

- Fishing knowledge and skills
- Boating knowledge and skills
- Family fishing (fishing with kids) knowledge and skills
- Conventional fishing knowledge and skills
- Saltwater/Freshwater fishing knowledge and skills
- Fly fishing knowledge and skills
- General outdoors knowledge and skills (hiking, canoeing, camping, etc.) with fishing/boating crossover

Examples of topics:

- How to tie a fishing knot
- Essential items for a day on the water
- Tips for successful catch and release
- Spring boating prep checklist
- Saltwater gear
- Fly fishing tips for beginners
- Best fishing times

**Read more at www.takemefishing.org and www.vamosapescar.org.*

Writing assignments can range from a single webpage (300 to 400) words or an entire section on the website depending on the topic.

Essential Skills and Resources:

- Excellent writing skills
- Excellent research skills
- Knowledge of search engine optimization (SEO) best practices
- An independent fast worker who does not need a lot of oversight, but can be trusted to get the job done

Non-Essential, but Beneficial Skills and Resources:

Bilingual in Spanish with experience writing website content in both English and Spanish.
Editing and proofreading services.

Deadline for submission of bid:

All bids must be received by March 27, 2015 5:00 PM ET

- Please include detailed pricing plus any variations for different levels of service.
- Provide a brief summary of experience and work samples or links to an electronic portfolio.
- Include at least three references.

Email bids to Johana Reyes at jreyes@rbff.org. Please direct all questions and clarifications before the deadline by email or call (703) 778-5158.