



Request for Proposals

Organizational Background

Founded in 1892, the Sierra Club is known as a premier international grassroots environmental conservation and advocacy organization. With over 2.4 million members and supporters, the Sierra Club has positioned itself as a leader in Enjoying, Exploring and Protecting the Planet.

For more information on the Sierra Club visit: www.sierraclub.org

Project Overview

The Sierra Club seeks proposals from experienced professionals to do an assessment of Sierra Magazine, the in-house publication of the Sierra Club that is distributed to our members and a small group of subscribers. The magazine's audited circulation is 500,000+. The project's purpose is to evaluate the strengths and challenges/opportunities for the magazine in order to inform future changes that would modernize the publication while still serving the mission of the Sierra Club. A chief goal of the project is to identify ways to make the magazine budget neutral and to inform decisions based on future digital outlets. Desired outcomes of this project are:

- A set of recommendations to make the magazine budget neutral
- Suggestions for aligning magazine content and online/digital platforms that are mutually supportive of Sierra Club brand, goals, and positions [Note: We are not looking for an editorial assessment]
- Recommendations for the magazine's editorial and business unit staffing structures to increase capacity and get the best use out of limited resources

Desired Start Date & Length of Service

The Sierra Club intends to enter into a contract beginning as early as June 1st, to complete the assessment by the end of August 2015.

Proposal Format and Due Date

The Sierra Club requests that written proposals be submitted via email to:

Gary Reinecke
Director of Operations & Finance, Communications
communications.rfp@sierraclub.org

Proposals should be received no later than May 25th, 2015. Proposals will be reviewed on a rolling basis. Proposals should address all of the requirements listed in the Overview and Details areas, including examples of previous experience in these areas. Proposals should also include at least two references for similar work.

Basis for Award of Contract

Experience in:

- Previous projects assessing magazine budget and staffing
- Expertise in publishing, magazine structure, and digital best practices
- Previous experience in interview-driven projects & assessments
- Special weight given to any experience with “in-house” magazine publications that are part of a larger mission-driven organization, if applicable

Project Details

Sierra Magazine is a robust national publication that reaches over 1.1 million readers in print every other month, in addition to our online magazine content/blogs and small but growing social media presence.

The specific duties of the firm or consultant engaged for this work will likely include, but not be limited to:

- Interviews with current Sierra Magazine staff.
- Interviews with other key stakeholders at the Sierra Club, such as members of the executive team, our business partnerships director, and Advancement/development staff, among others
- Interviews with external magazine experts on digital best practices and resources needed to do this well, modern staffing structure, and opinions on Sierra Magazine
- Research on how other advocacy organizations with in-house magazines have structured their staffing, advertising, and online presence, as well as steps they have taken to achieve budget neutrality
- Research/ provide background on current trends in the magazine world re: investment in both traditional print and online properties
- PLEASE NOTE: We are not looking for an editorial assessment. This project is focused on the financial side for best practices to modernize the magazine and achieve budget neutrality.