

REQUEST FOR QUALIFICATIONS

Social Networks, Website Design and Interactive Engagement Tools

March 2012

RESPOND TO: Jennifer Browning, Executive Director, Biodiversity Project, 4507 N Ravenswood, Suite 106, Chicago, IL 60640; 773-754-8901; jbrowning@biodiverse.org

Biodiversity Project, a nonprofit communications organization, seeks qualifications documents from audience research consultants who also facilitate focus groups. Biodiversity Project is currently involved in a project and in need of someone to assist us with these tasks immediately.

Organizational Background

Biodiversity Project is an environmental communications nonprofit organization based in Chicago. Biodiversity Project researches, designs, implements and evaluates communication and education strategies that inspire individuals, civic institutions and elected and appointed leaders to make the connection between their values and environmental causes. Our work motivates targeted audiences to value the role of healthy ecosystems in sustaining quality of life and to take action to protect and restore the Earth's natural resources and to use them sustainably.

We currently manage 6-10 campaigns, coalitions or other projects, all of which fall into one of the following service categories: Communications Strategy, Public Campaigns, Coalition Management, Capacity Building, Public Opinion Research. Some of our current projects include: implementing a national public campaign called 1 Mississippi; managing a local coalition in the Rock River Basin in Wisconsin to reduce stormwater pollution; and creating a new stormwater communications strategies for local group. Our work comes from two sources: grant-funded projects and communications and coalition consulting.

Purpose

One of our current projects includes using focus groups to better understand our target audience and to test some messages. Because of our in-depth knowledge about the issues and the organization, we believe we are too biased at this point to effectively lead the focus groups. We would also like to work with the chosen consultant on creating the appropriate phrasing for questions, and the appropriate approach to each issue.

Qualifications

Submitting firms should meet the following qualifications:

- Eight (8) or more years of related experience
- Experience working with nonprofit organizations
- Extensive experience with designing and leading focus groups that are diverse in topic and participants
- Ability to work collaboratively with us on this project

Submittal Requirements

Responses to this RFQ should include the following information:

- A cover letter/statement of interest indicating the consultant's interest in working with Biodiversity Project on this specific project
- A description of the consultant's experience in audience research, particularly with designing and leading focus groups. Provide three examples Describe
- Description of consultant qualifications or resume
- Three recent references. References must be people who have work with you in the audience research/focus group capacity.
- Information on how fees are structured and hourly or project rate. (Proposals without this will not be considered.)