

REQUEST FOR QUALIFICATIONS

National Park Centennial Public Engagement Campaign

Date RFQ Issued: March 28, 2011

RFQ Response Deadline: April 11, 2011

BACKGROUND INFORMATION

The mission of the National Park Service (NPS) is to manage and conserve America's most significant natural and cultural resources for present and future generations. On August 25, 2016, the National Park Service will celebrate 100 years of carrying out this mission.

A private sector Centennial Steering Committee formed in order to outline a national constituency building campaign that would launch as early as 2012 and build through the Centennial (2016), and could be used by multiple stakeholders as a common platform from which to advocate for support for and engagement with our national parks. Many steering committee partners worked together on the Centennial Initiative, initiated by the Bush Administration on the 90th anniversary of the National Park Service, and contemplated to be a 10-year, \$3 billion public-private partnership to ready the national parks for another century of service to the nation.

The Centennial program did not survive the transition to a new Administration. As a result, many of the groups that were involved with the effort met to discuss lessons learned and what a private sector effort should entail going forward. There was strong agreement that what was needed was an effort that could transcend, survive and thrive from administration to administration, engage individuals, organizations, and communities from the ground up, and be focused on broadening and diversifying the support base for national parks. The Centennial Steering Committee has worked over the past four months to begin outlining possible elements of such a campaign. Since the committee began its work, the Obama administration has announced the America's Great Outdoors (AGO) initiative, which emphasizes the importance of public-private partnerships in the conservation of our national heritage and references the need to prepare the national parks for another century of service for the nation. We expect the National Park Service to issue its own, more detailed, AGO vision and plan in August 2011, and seek to have our own campaign plan ready by that time.

The Challenge: To ensure that our national parks have the resources required to provide the services, experiences and inspiration expected by and for the American people in their next century.

The Vision: To strengthen, expand and energize a core constituency for national parks.

DESIRED PROJECT OUTCOMES

The **National Parks Conservation Association (NPCA)** and the **National Park Foundation (NPF)**, as co-conveners of the Centennial Steering Committee (CSC), seek to develop a strategic, integrated marketing campaign plan that increases public support for the national parks and leverages the upcoming National Park Service centennial in 2016. This will be a phased effort with this contract focused on the planning stage.

The Centennial Steering Committee seeks to develop a highly aspirational campaign plan built around the active engagement of key stakeholders and champions, lessons learned from similar efforts, and definable, achievable expectations for successful implementation. The plan should be scalable, contemplate the integration of a full range of communications and organizing tools, and designed to create sustainable change by expanding the active constituency of national park users and supporters beyond 2016. To achieve this goal, the Centennial Steering Committee anticipates the need for the following items, but also seeks other ideas based on the expertise of those who submit proposals (which may or may not include all of the items below, or modifications to those items).

Objective 1: Case statement

The case statement is a vehicle to narrow the campaign's potential goals and engage stakeholders, beyond the Centennial Steering Committee, in the campaign development process. The case statement should include:

- Concise statement of opportunity presented by the upcoming Centennial and how anniversaries can be leveraged for public engagement and constituency building
- Selection of possible contemporary themes for a campaign and the corresponding target audiences
- Recommendations for how to message a national private sector campaign to engage stakeholders (and funders)

The draft case statement will be presented to Centennial Steering Committee in a session facilitated by consultant (location TBD but most likely Washington, DC). Outcomes for the session will include rationale for themes, target audiences, and messaging and consensus for moving to the next objective.

Objective 2: Feasibility assessment for campaign

Although NPCA and NPF have solicited input in the past on how lessons learned from the Centennial Challenge effort and ideas for a private sector campaign, it will be important to conduct some targeted interviews with priority stakeholders before moving forward. Building from Objective 1, the vendor will work with NPCA and NPF to identify stakeholders and present the draft case statement for review and feedback.

A compilation of the feedback will be presented to the Centennial Steering Committee and a revised case statement will be developed based on consensus from session, along with a proposed process for engaging a broader set of stakeholders.

Objective 3: Facilitate broad stakeholder session

The vendor will work with NPCA and NPF to convene and facilitate a session that engages a broad set of stakeholders around the themes and messages contained in the case statement and invite their input. The session will include discussion of an appropriate timeline for a campaign, opportunities leading up to 2016, and creative elements for a campaign.

Based on the feedback gathered in the above objectives, the consultant will work with the Centennial Steering Committee to develop a campaign plan that includes a governance structure and concrete goals, timelines, and opportunities for engagement of the various stakeholders.

KEY AUDIENCES

- **Current and potential campaign stakeholders**
 - **Centennial Steering Committee members**
 - **Other organizations in the national parks community** including but not limited to park friends groups, cooperating associations, concessionaires, user groups, tourism associations, etc.
- **Potential campaign audiences**
 - Current national park visitors
 - Non-visitors
 - Ethnically and racially diverse populations
 - Educators
 - Youth

ANTICIPATED DELIVERABLES AND SCHEDULE

- Detailed project plan (within two weeks of signing contract)
- Completion of draft case statement (Late May 2011)
- Presentation of draft case statement to Centennial Steering Committee (Late May 2011)
- Feasibility assessment for campaign (June 2011)
- Presentation of feasibility assessment to Centennial Steering Committee (June 2011)
- Facilitated stakeholder session (June 2011)
- Completed campaign plan (August 1, 2011)

SELECTION CRITERIA

- Strong experience with public support or constituency building campaigns that achieve measurable results.
- Strength of team's initial approach and strategy to constituency building campaign as described above.
- Strength of team leadership to manage a results-driven project within a budget.

PROPOSAL SUBMISSION INSTRUCTIONS

As part of the response, please provide the following:

- A general overview of the history of the firm or firms and the history of your work with public engagement and/or constituency-building campaigns.
- Case studies of three projects over the last 10 years, similar in scope to this project. Provide documentation of strategy, project significance and measurable results. Provide a brief description of how the projects are similar in scope to this project and provide information on how the client's goals were met within the budget.

- A one- to two-page statement of philosophy, including how your firm would approach the project, and initial strategy that you would suggest to achieve the goals described in this campaign
- Biographical information on each key team member – not to exceed one page per project member.
- List of three former clients to serve as references.

Please submit your response to this RFP electronically to Christina Kamrath, National Parks Conservation Association, at ckamrath@npca.org by April 11th.

Each submission will be reviewed and evaluated by representatives of the National Parks Conservation Association, National Park Foundation, and other members of the Centennial Steering Committee.

INQUIRES

Inquires about this project and/or process may be directed to:

Christina Kamrath

Ally Development Senior Coordinator, National Parks Conservation Association

202.419.3719, ckamrath@npca.org