

REQUEST FOR QUALIFICATIONS

Social Networks, Website Design and Interactive Engagement Tools

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RESPOND TO: Becky Bell, Communications Manager, Biodiversity Project, 4507 N Ravenswood, Suite 106, Chicago, IL 60640; 773-496-4302; rbell@biodiverse.org

Biodiversity Project, a nonprofit communications organization, seeks qualifications documents from website, social network and online engagement firms. Qualifications will be kept on file to be used as Biodiversity Project submits grants and proposals for communications projects that would require tech-savvy help.

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

As we prepare project proposals, scopes of work and grants, we often wish that we had partnerships with tech firms. Just as we have a graphic designer and print shop that we frequently work with, we would like to build relationships with website and tech firms that would yield mutually beneficial projects over time. Biodiversity Project staff hope to work with a chosen tech company to offer a comprehensive suite of services in proposals that range from message development and communications strategies to graphic design and branding to website development and social networking plans.

Qualifications

Submitting firms should meet the following qualifications:

- Five (5) or more years of related experience
- Experience working with nonprofit organizations and coalitions or partnerships
- Ability to work with teams, sometimes without ever meeting face-to-face
- Extensive experience working with social networking and online engagement tools, especially with the ability to know when these tools *can* help reach goals and when they aren't necessary

Submittal Requirements

Responses to this RFQ should include the following information:

- A cover letter/statement of interest indicating the firm's interest in working with Biodiversity Project on future proposals and highlighting its qualifications.
- A description of the firm's experiences working with nonprofit organizations and coalitions.
- Qualifications or resumes of key team members
- Explanation of firm's social networking philosophy, i.e. what is the value of online engagement tools?
- Examples of projects that incorporated social networking
- References