



California Urban Forests Council

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Education and Outreach Campaign – Request for proposals

November 2010

Background information:

The [California Urban Forests Council](http://www.caufc.org) envisions that California's communities are cleaner, healthier and more prosperous through collaborative action and investments in urban forests and urban greening.

We coordinate community events, build community leaders, and provide a forum for industry, non-profit and other stakeholders to come together to set strategic priorities for urban forestry in order to work towards our goals.

The opportunity:

We have secured a grant to increase the visibility of urban forestry and its benefits. We seek a public relations firm to raise the profile of urban forestry and help us to measure the success of our efforts. As our public relations partner you would:

- Refine our unifying message or key focus to be used across our materials and outreach efforts
- Develop a strategy to reach the general public about the benefits of urban forestry, including (but not limited to) composing public service announcements, recommending distribution methods for PSAs and printed materials, and recommending contacts for publishing newspaper editorials
- Develop a template for a simple, unified "look and feel" of printed documents (based on existing website and logo)
- Design an organizational brochure
- Develop media packets
- Train CaUFC staff to identify and act on future advocacy opportunities
- Identify methods to measure baseline data to evaluate the success of our outreach efforts

We invite potential contractors to include additional suggestions for outreach materials in their proposals.

Contract information:

Please submit the following to Nancy Hughes, Executive Director (njhughes@caufc.org) by December 31, 2010:

- Detailed proposal of your plan for this work
- Examples of relevant past work (either as files or direct links to a website)

Please note that payments will be issued based on specific deliverables rather than ongoing or hourly fees.

Anticipated timeline:

December 31, 2010	Potential contractors' proposals submitted to California Urban Forests Council
January 15, 2011	California Urban Forests Council selects contractor and awards contract
February 1, 2011	Contractor provides California Urban Forests Council with draft of specific messaging points upon which an technical consultant will base position papers
February 15, 2011	Final version of messaging points is produced.
Throughout 2011	Additional milestones (such as a PR strategy, recommendations for baseline data, and training of CaUFC staff) will be produced on a timeline to be agreed between the contractor and California Urban Forests Council.