



Request for Proposals from the Choose Clean Water Coalition

The Choose Clean Water Coalition is seeking a seasoned communications consultant with demonstrated experience in creating case statements and collateral related to fundraising for a nonprofit organization.

About Choose Clean Water Coalition

The Choose Clean Water Coalition was formed in 2009 to energize the effort to restore and protect the rivers and streams that feed into the Chesapeake Bay by harnessing and enhancing the collective power of the many advocates and stakeholders working on this mission. Representing more than 240 organizations, the Choose Clean Water Coalition focuses on state-specific, targeted campaigns to advance the Chesapeake Bay restoration. The Coalition is working to advance strong policy improvements and on the ground projects by building the resources and influence of organizations throughout the watershed.

Currently, the Coalition has an 18-person steering committee comprised of leadership from member organizations.

Communications Needs

As part of the Coalition's five year strategic plan, we have been tasked with diversifying our funding sources. The Coalition is currently funded by private foundations for general support and project specific work. In order to create a more stable and unrestricted funding stream, the Coalition is in the process of seeking potential new funding from foundations, individual donors, and corporations. To support this effort, the Coalition seeks to hire a communications firm that has experience working with other nonprofit organizations on developing a case statement, content for potential donor collateral (brochures, fliers, etc.) and design of these pieces.

Scope of Work

The consultant will:

- Review the Coalition's five year strategic plan and priorities to create a case statement
- Meet with Coalition staff, including the development director and Steering Committee fundraising committee leads, to determine the best approach to developing materials.
- Create content and collateral materials for Coalition outreach and future solicitation of potential funders.
- Execute the design of said collateral (printing will be done in-house by the Coalition).

The consultant will be working closely with our staff and our goal is to have these materials printed by January 2019.

Response Requested

If you are interested in being considered for this work, please submit a brief statement of your qualifications and your approach by 5pm on August 20, 2018. As a non-profit organization, we are on a tight budget. Your response should include a variety of options and the price point for each. Our budget for this project is \$6,500.

Proposals should be submitted via email to Chante Coleman at colemanc@nwf.org.