

REQUEST FOR PROPOSALS

Branding & Social Media Marketing Plan for BGREEN

Overview

BGREEN (the network) is seeking an experienced graphic design and marketing consultant (either an individual or a small firm) to advance its outreach and communication efforts by developing clear branding and a consistent social media marketing strategy for the network.

Timeline

RFP Issued: July 29, 2026

Responses Due (Best Consideration Date): August 14, 2026

Potential Interviews: Week of August 31, 2026

Notifications: September 16, 2026

Contract Period: September 30, 2026 - December 15, 2026

Draft Deliverables Presented: November 18, 2026

Final Deliverables Due: December 15, 2026

About BGREEN

BGREEN is a coalition of partners with the shared interest of building community and institutional capacity by creating resilient, equitable, and sustainable communities through nature-based work. BGREEN works to forward regional environmental sustainability initiatives, public health and community resilience, and collaboration across the Baltimore City and County region. The Network's outcomes are rooted in co-development of community-first goals and objectives.

BGREEN is one of several regional networks receiving funding through the Chesapeake Bay Trust's [Capacity Building Initiative](#) (CBI), the goal of which is to build both individual organization and collaborative capacity to advance regional environmental and community health goals. This 5-year grant program represents BGREEN's sole funding source. We are currently in Y4 of this program and need to identify new funding sources to continue to sustain BGREEN's operations. To learn more about the funding initiative, please see this link to the [original RFP](#).

Budget

Approximately \$15,000

Scope of Work & Deliverables

Award will be determined based on specific scope of work proposed and agreed upon to include the following. The key activities under this project will be:

(1) Social Media Marketing Guide and Toolkit

- Consultant will work with network coordinator and leadership team to understand the needs of BGREEN and member organizations.
- Develop a social media marketing guide and toolkit for BGREEN and network members that includes:
 - Guidance on determining which social media platform to use based on what is being advertised and the type of audience that is being targeted
 - Example and/or template language to create effective posts for common member organization activities (recruiting volunteers for invasive species removals, tree plantings, etc.), including effective hashtags
 - The development of consistent branding for BGREEN that can be leveraged by member organizations

(2) Coordination for Network Coordinator and Leadership Team

- Attend a kickoff meeting with the network coordinator and leadership team to further refine the project scope
- Meet at least twice a month during the project period with the Network Coordinator to provide project updates and receive feedback on progress
- Attend monthly leadership team meetings during the project period as requested (may overlap with network coordinator meeting).

(3) Training for Network Members

- Develop and deliver at least one (1) social media marketing guide and toolkit training session for network members

These activities should result in the following deliverables:

1. A digital (pdf) social media marketing guide and toolkit for BGREEN and its member organizations (see scope above for more details)
2. One (1) workshop for BGREEN members that provides training on how to use the social media marketing guide and toolkit

Project Timeline

All deliverables will need to be completed no later than Friday, December 18, 2026.

Applicant Requirements

Individuals or entities interested in taking on this scope of work should meet the following qualifications

- Experience working with collective impact initiatives
- Experience assisting small and mid-sized environmental nonprofits with social media marketing and outreach

- Experience with graphic design and organizational branding

Equal Opportunity Statement

B-GREEN is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.

To Apply, Please Submit:

1. A letter of interest for the project.
2. Statement of Qualifications and Staffing – Provide a qualifications profile of the staff that will be working on the project. Also provide detailed information on the firm, including the name, year established, and contact information.
3. Summaries of relevant projects (with project cost)– Describe relevant experience on similar projects and list the work experience of the individuals expected to be involved in the project. Include a minimum of two (2) professional references for whom a similar project has been completed within the last five (5) years.
4. Proposed project timeline that aligns with the scope and deliverables described in this solicitation
5. Budget

Respondents should submit one (1) digital copy (PDF) of their proposal by July 31, 2026 to the network coordinator using the subject line “BGREEN Social Media Marketing RFP Proposal - [Applicant Name]” Proposals should not exceed 10 pages, including the cover letter, project lists, and contacts.

Kelsey Brooks
Network Coordinator
kebrooks@umd.edu

All applicants will receive a confirmation email upon receipt of their qualifications.

If you have any questions about this project or the RFP, please contact the network coordinator Kelsey Brooks (kebrooks@umd.edu). Questions that are submitted may be added to an FAQ document and shared with other applicants.

All information submitted becomes property of BGREEN upon submission. BGREEN reserves the right to issue supplemental information or guidelines relating to the RFP as well as make modifications to the RFP or withdraw the RFP.

This project has been funded wholly or in part by the United States Environmental Protection Agency under assistance agreement 96358101 AND 96358201 to the Chesapeake Bay Trust. The contents of this document do not necessarily reflect the views and policies of the Environmental Protection Agency, nor does the EPA endorse trade names or recommend the use of commercial products mentioned in this document.