



REQUEST FOR PROPOSALS: PUBLIC RELATIONS CONSULTING

Purpose

The National Marine Sanctuary Foundation seeks a public relations consultant to build awareness of national marine sanctuaries, the National Marine Sanctuary Foundation, and the 2022-2023 Save Spectacular campaign to celebrate 50 years of national marine sanctuaries. Our desired partner will provide strategic counsel and direction, and actively share and promote the Save Spectacular campaign, our brand, and national marine sanctuaries. The selected consultant will be responsible for assisting in the development and support of the Foundation's public relations and media efforts and must be able to provide strong media and strategic insight and messaging to assist the Foundation with proactive campaigns.

Overview

The National Marine Sanctuary Foundation invites invite people with a stake in the health of their planet to work with us to protect their place in it. Sanctuaries and monuments are our essential network of protected waters, owned by every American and championed by us. Connected by currents, they sustain miraculous species, coastal communities, and our shared heritage.

Founded in 2000 by America's most influential ocean conservation leaders, the National Marine Sanctuary Foundation works with communities and the National Oceanic and Atmospheric Administration's (NOAA) Office of National Marine Sanctuaries (ONMS) to conserve and expand national significant places for a healthy ocean, coasts, and Great Lakes. The Foundation is a leading voice for U.S. protected waters, and our work extends from the ocean floor to Capitol Hill. We inspire, creating energetic ambassadors for ocean conservation. We connect, working in close partnership with NOAA and the many communities who depend on and care for the sanctuaries. And we educate, showing the world how the sanctuaries can serve as a model for protecting marine ecosystems around the world.

In October 2021, the National Marine Sanctuary Foundation and NOAA's Office of National Marine Sanctuaries launched the [Save Spectacular](#) campaign to celebrate the 50th anniversary of the National Marine Sanctuaries Act. The goal of the campaign is to broadly build awareness of national marine sanctuaries and the spectacular places and species they protect, and to serve as a national invitation to discover the wonders of these spectacular places that belong to all of us.

National marine sanctuaries and monuments are our essential network of U.S. protected waters that sustain miraculous species, coastal communities, and our shared heritage. There are 15 national marine sanctuaries and two marine national monuments that span from the South Pacific to New England and from the Pacific Northwest to the Florida Keys.



PR Need

The National Marine Sanctuary Foundation has a small communications team to direct public messaging and outreach. We seek a PR consultant who can supplement our communications work, specifically supporting the Save Spectacular campaign to celebrate 50 years of national marine sanctuaries and leveraging the Foundation's program and partnerships around the National Marine Sanctuary System to demonstrate the value of sanctuaries.

Objectives

- Ensure awareness, understanding, and support for our work to protect the marine and Great Lakes environment through national marine sanctuaries and marine national monuments.
- Secure positive news and media coverage about the value of national marine sanctuaries, the Save Spectacular campaign, and the upcoming 50th anniversary of the National Marine Sanctuaries Act.
- Develop communications strategies to support the Foundation's programs and initiatives and help us reach key strategic audiences that can help the Foundation pursue fundraising and policy goals related to the campaign.
- Elevate the Foundation as a thought leader for U.S. marine conservation.
- Reach new and diverse audiences.

Scope of Work

- Create and implement a public relations plan for Save Spectacular.
- Plan and execute a media outreach based on stories from around the National Marine Sanctuary System and the Foundation's work.
- Build relationships with media, executive speaking opportunities and thought leadership positioning.
- Provide media training for executives and senior staff.
- Develop metrics to evaluate the impact of the campaign and provide written biweekly reports to show status and/or results of work.

Funding Availability

The expected budget for this work is up to \$7,500 per month from April until December 2022. There is a possibility of extending work depending on future funding.

How to Apply

All proposals must be delivered to the Foundation no later than Monday, March 14th at 11:59pm ET via email at rfp@marinesanctuary.org. Please include the RFP title and company's name in the subject line. For example, "Save Spectacular PR _ Company Name."

Period of Performance

Start Date: April 1, 2022

EndDate: December 31, 2022

Review Process

Evaluation Criteria

Please Include the following in the offer:

- Company/Consultant Name;
- Company's POC and title;
- The POC's email address;
- Company Address;
- Company Website;
- Company Phone Number;
- Company DUNS Number; and
- Company Tax ID Number.

All applications will be screened for relevance and completeness, and will then be evaluated based on the responses to the following application questions and how they are weighted:

- Please provide a brief overview of the consultant or agency, including company size, locations, services provided in-house, and fee structure.
Limit: 500 words
- Please provide two recent case studies that showcase your work with an organization or company relevant to our field.
- Which public relations KPIs matter most (generally speaking) for an organization like ours?
Please describe your reporting style and cadence.
- Please provide a description of how you or the agency would approach the proposed scope of work, including a clear project timeline, deliverables, and milestones.
- Assume a budget of \$7,500 per month. How would your agency staff our account and how will you allocate resources?
- Why would our organization be a good fit for your client roster?
Limit: 100 words

- Please share one video of our proposed team lead introducing himself/herself (please use a URL)
Limit: 1 minute
- Please describe your agency's approach and commitment to diversity and equality in the workplace.
Limit: 100 words
- Bonus: If you'd like, please share any initial thoughts about PR for our organization.
Limit: 250 words

Application Logistics

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Contact chip@marinesanctuary.org with any questions.

Useful Resources

Main Foundation website: marinesanctuary.org

Save Spectacular campaign website: savespectacular.org

NOAA Office of National Marine Sanctuary's 50th Anniversary webpage:
sanctuaries.noaa.gov/50/

Save Spectacular promotional and outreach calendar: <https://marinesanctuary.org/wp-content/uploads/2022/02/Save-Spectacular-outreach-calendar.pdf>

Timeline

The RFP will close on Monday, March 14, 2022, and review will take place over the following week. Finalists will be selected by during the next week and contacted to set up a meeting. We envision the contract will begin in April of 2022.

Notification

Selected applicant(s) will be contacted for next steps by Thursday, March 24.



Additional Information

The Foundation reserves the right to reject any or all proposals at any time with no penalty and to waive immaterial defects and minor irregularities in proposals.

Foundation personnel will evaluate proposals.

The Foundation does not discriminate on the basis of race, creed, color, ethnicity, national origin, sex, age, or marital status.