Request for Proposals: Short-term Contract

Tomorrow’s Trees Social Media

August 2023

Potomac Conservancy is a nationally accredited land trust and clean water leader in the Potomac River region. We’re committed to restoring the Potomac to full health for the five million people who rely on the river for drinking water and outdoor enjoyment. We improve local water quality through conservation initiatives that stop pollution flowing from the land into our streams and tributaries. Our impassioned movement of 30,000 supporters empowers us to protect and expand streamside forests, pass water protection laws, and restore local shorelines. Learn more at www.potomac.org.

Desired Services

Potomac Conservancy seeks to hire a short-term independent contractor to serve as a Social Media Contractor for the organization’s Tomorrow’s Trees initiative—a people-powered acorn collection program that creates future forests for healthy rivers and streams.

The Social Media Contractor will help Potomac Conservancy raise awareness about the initiative, grow its social media presence, and provide recommendations for future social media strategy. They will work closely with and report to the Digital Grassroots Manager who will provide guidance and thought partnership and oversee the fulfillment of the contract.

Scope of Work

Project Goal: Produce and publish creatives for Tomorrow’s Trees social media channels with top-level strategy recommendations.

Objective: Manage written and visual content production, provide content recommendations during programming season, collect and analyze social media analytics, and share a social media strategy for use during off-season months based on data findings.

Types of communications services we’re interested in:

- Brand-aligned copywriting suitable for social media
- Photography
- Graphic production
- TikToks/reels production
• Social media engagement
• Independent research
• Experience with Canva, Adobe Pro, and/or other graphic platforms a plus

Deliverables:
• Participate in an orientation phone call to set expectations and align on goals;
• Create a top-level social media strategy for the duration of the project based on the existing strategy and your recommendations;
• Produce written content for Tomorrow’s Trees social media;
• Source photos and videos at select community events and activities;
• Produce simple graphics with fun facts, milestones, or statistics related to the program;
• Provide weekly status updates;
• Participate in a debrief call at the end of the project and provide top-level recommendations for “off-season” content (January – June 2024);
• Keep Potomac Conservancy’s account credentials and data confidential.

Selection and Project Timeline:
• Potomac Conservancy will consider proposals through August 25, 2023, and will conduct introductory meetings on a rolling basis.
• Potomac Conservancy anticipates working with the Social Media Contractor over the span of about 4 months from August to December 2023 with the bulk of the work in the September – October timeframe. See below for estimates:
  o August: 10 prep hours
  o September and October: 7 hours/week
  o November: 4 hours/week
  o December: 10 hours

Budget: up to $2,500

Location: This is primarily a remote position, but the ability to attend program events in the DC region is preferred.

Respond to this RFP

Please submit:
• A 1–2-page memo explaining your services, experience, and interest in supporting environmental communications with Potomac Conservancy;
• Proposed flat fee or hourly rate that fit the level of investment listed above;
• Name and full contact information for a single point of contact and names of professionals proposed for carrying out the work, if different from the point of contact;
• Three examples of relevant past work, briefly describing the goals and outcomes. A mix of content is preferred (social media posts, graphics, photography, etc.). Preference will be given to those who have worked with environmental organizations;
• Two references who can speak to the candidate’s services.
Potomac Conservancy recognizes the environmental movement in the United States has often excluded historically discriminated communities — including Black, Indigenous, and People of Color (BIPOC), people from working class backgrounds, women, and members of the LGBTQ+ community. We believe that these communities must be centered in the work we do. Because of this, we strongly encourage applications from people with these identities or who are members of other communities that have been historically excluded from the environmental movement.

Please email full proposal materials to Haley Epping, Digital Grassroots Manager, at epping@potomac.org by August 25, 2023. Proposals will be considered on a rolling basis.