



REQUEST FOR PROPOSAL

The Bay Foundation seeks the expertise of a digital agency or consultant to help us inform and strengthen its social media marketing. Through this effort, The Bay Foundation aims to grow its brand awareness, increase volunteer turnout, enhance donor giving, and ultimately drive overall social engagement.

Background

The Bay Foundation (TBF) is a 501(c)(3) nonprofit environmental group founded in 1990 to restore and enhance Santa Monica Bay through actions and partnerships that improve water quality, conserve and rehabilitate natural resources, and protect the Bay's benefits and values. TBF is host entity of the Santa Monica Bay National Estuary Program (SMBNEP). SMBNEP is one of 28 National Estuary Programs (NEPs) of the U.S. Environmental Protection Agency (US EPA) tasked with local implementation of US EPA priorities through community-based resource management, funded in part by the Clean Water Act §320. For more information on TBF: www.santamonicabay.org.

TBF's communications team seeks the expertise of a consultant to assess its social media strategy and capitalize on opportunities to raise brand awareness and increase engagement.

Goals and Objectives

The goals of this solicitation are to grow and strengthen TBF's digital social marketing, engagement, advocacy, acquisition, and fundraising. The primary objectives of this project are to:

1. Evaluate the effectiveness of our current social media strategy and platforms.
2. Identify strengths, weaknesses, and opportunities for growth related to our social media presence.
3. Deliver insights to leverage storytelling opportunities from scientific reports.
4. Ideate tactics to communicate growing projects, initiatives and key partners.
5. Identify avenues to reinforce TBF and SMBNEP partnership.
6. Propose actionable recommendations for improving engagement, reach, and overall impact.
7. Develop a clear action plan for implementing recommended strategies.

Desired Outcomes

The expected outcomes of this project include the following across our growing audiences and the public:

- Increased brand awareness for TBF and its impactful mission.
- Growth in engaged supporters who are motivated to get involved with our mission (i.e. learn, champion, volunteer, donate financially).

Scope of Work

This project will encompass the following components while maintaining TBF's authentic identity:

- Conduct a comprehensive audit of TBF's social media channels ([Instagram](#), [Facebook](#), [Twitter/X](#), [TikTok](#), [LinkedIn](#)).
- Analyze audience demographics, engagement metrics, and content performance.
- Research best practices in social media for nonprofits in our sector.
- Develop and implement a strategic communications plan detailed in a report. This plan will be developed in collaboration with TBF's communications team and will:
 - o Provide insights and recommendations i.e., strategies and tactics to achieve the desired goals and objectives outlined above, this plan should identify existing and/or new



platforms to prioritize, types of content to leverage, opportunities for engagement, influencers to engage with, audience targeting, content scheduling and frequency, effective hashtags, search engine optimization, and metrics of success per channel.

- Deliver actionable recommendations for consultant-generated assets that are aligned with TBF's style guide, including individual posts, themes, and awareness campaigns. Additionally, outline timing and the priority for various proposed campaigns.

Proposal Requirements

Interested candidates should submit a proposal that includes:

1. A brief overview of your organization, relevant experience, and expertise.
2. Examples of previous social media assessments or similar projects, and their potential outcomes.
3. A proposed methodology for conducting the assessment.
4. A timeline for completing the project.
5. A detailed budget, including any potential costs for additional services and any discounts offered.
6. References from previous clients.

Please note any small business or specialty certifications in your background information. The criteria and scoring system will be based on the following:

1. Qualifications and Experience: Scoring based on the likelihood that it will meet the requirements of the Scope of Project. (15 points).
2. Approach Evaluation: Scoring based on a feasible and successful approach. (25 points).
3. Budget: Scoring on its proposed cost-efficiency and fit to the project. (10 points).

Timeline

- Proposal Submission Deadline: February 28, 2025
- Selection of Consultant: March 18, 2025
- Project Start Date: March 31, 2025
- Final Deliverables & Report Due: May 16, 2025

Budget

- \$8,500 - \$10,000.

Submission Guidelines

Please submit a complete proposal (details above) to community@santamonicabay.org on or before February 28, 2025. TBF is an equal opportunity employer.

Point of contact for clarification of the specifications contained in this RFP: Georgia Tunioli (gtunioli@santamonicabay.org) Environmental Engagement Program Director, The Bay Foundation.