

Request for Proposal (RFP)

Consulting Services for Digital Storytelling

Issued by: The Foundation for America's Public Lands

Date: October 27, 2025

1. Introduction

The Foundation for Public Lands ("the Foundation") is seeking proposals from qualified communications and digital consulting agencies to audit, update, and enhance our website and digital presence, strengthen our storytelling and impact communications, and support our comprehensive digital communications strategy.

This RFP enumerates the scope of work, submission requirements, and evaluation criteria.

2. Background

As the official Congressionally chartered charitable partner of the Bureau of Land Management (BLM), the Foundation for America's Public Lands helps ensure the health and stewardship of the hardest working public lands and waters in America. To achieve greater visibility and deepen public understanding of our work, the Foundation aims to transform its website to better showcase the **impact of our work** in a way that tells compelling stories about America's public lands and the people who care for them.

3. Scope of Work

The selected consultancy will be expected to:

- **Comprehensive Website Audit:** Review the Foundation's current WordPress website, assessing its content, design, accessibility, structure, and performance.
- **Strategic Communications Recommendations:** Deliver a report with recommendations to enhance the site's storytelling capacity, audience targeting, and alignment with the Foundation's mission and brand.

- **Impact-Focused Content Creation:** Redesign and/or update the website to better showcase the Foundation’s impact, programs, partnerships, and projects on the ground.
- **Storytelling:** Support in the creation, publishing, and updating webpages and blog posts that communicate the Foundation’s impact in a way that connects with our target audiences.
- **SEO & Analytics:** Implement SEO best practices and provide regular analytics reports with insights and recommendations for continuous improvement.
- **Website Management:** Provide ongoing maintenance, technical updates, and monitoring performance, security, and accessibility.
- **Vendor Coordination:** If a separate web development firm is required, assist in identifying, evaluating, and managing the vendor partnership.

Timeline –

- Phase 0: **Create a first draft impact page for the website – November 15th.**
- Phase 1: Discovery & Audit (November 2025) Conduct full website and communications audit, meet with internal teams, and define goals for content and design.
- Phase 2: Strategy Development (November–December 15, 2025) Develop a digital impact communications strategy and plan in coordination with the website redevelopment and updates to social media channels. This phase will include creating a storytelling framework, content strategy, and communications plan to support the overarching goals of the initiative.
- Phase 3: Website Design & Build (December 15–Jan 1) Implement website updates, create new content, and prepare for public launch.
- Phase 4: Launch & Support (By January 20, 2025) Complete all website development and enhancements before December 31, 2025, ensuring a fully functional and impact-focused platform.
- Phase 5: Ongoing Support (Feb 2026 and beyond) Provide post-launch maintenance, begin implementing our agreed upon content creation strategy (including 2 social posts a week), analytics reporting, and content support as needed.

4. Proposal Requirements

Interested agencies should submit a proposal that includes:

- Company Overview: Background, mission, and relevant experience.
- Project Approach: Description of methodology and how the agency will address the scope of work.
- Team Qualifications: Bios and roles of key personnel.

- Relevant Experience: Examples of similar projects and outcomes.
- Budget: Detailed cost breakdown, including hourly rates, estimated total cost, and any additional fees.
- References: At least two references from recent clients.

5. Evaluation Criteria

Proposals will be evaluated based on the following:

- Demonstrated experience and expertise
- Understanding of the project scope and goals
- Quality and feasibility of proposed approach
- Cost-effectiveness
- Alignment with the Foundation's mission and values

6. Submission Instructions

- Deadline: November 5, 2025
- Format: PDF preferred
- Submit to: taylor.stanton@americaslands.org
- Contact for Questions: taylor.stanton@americaslands.org

7. Terms and Conditions

- The Foundation reserves the right to reject any or all proposals.
- All submitted materials will be treated as confidential.
- The selected agency will be required to sign a standard consulting agreement, including confidentiality and conflict of interest clauses.