



**REQUEST FOR PROPOSAL (RFP)**  
**Program Promotion Plan for the Pennsylvania**  
**Outdoor Corps Program**

**JUNE 9, 2025**

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**I. SUMMARY**

The Pennsylvania Parks and Forests Foundation (the Foundation) seeks a qualified professional to develop a program promotion plan for the Pennsylvania Outdoor Corps (PAOC) program.

The ideal applicant will have experience with an array of marketing and program promotion strategies, to build awareness of, and engagement in, the PAOC. Experience working with diverse audiences is important.

Program messaging will primarily focus on building awareness about the program, growing the audience, and building brand recognition.

The selected proposal will meet the criteria set forth in this RFP, including the ability to meet the timeline for delivery, and will bring relevant experience and expertise.

## **2. PROPOSAL GUIDELINES AND REQUIREMENTS**

- This is an open and competitive process.
- The proposal will be accepted until 5 pm (EST) on July 9, 2025. Proposals received after that date will not be considered.
- The proposal must contain the signature of a duly authorized officer or agent of the organization submitting the proposal.
- If you wish to submit alternate solutions, please do so.
- The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. Price for the plan should not exceed \$25,000 and paid implementation (ads, materials, etc.) should not exceed \$40,000.
- If the execution of work to be performed by your organization requires the hiring of subcontractors, you must clearly state this in your proposal. Subcontractors must be identified and the work they will perform must be defined. In your proposal, please provide the name(s), address(es), and EIN(s) of the subcontractor(s). The Pennsylvania Parks and Forests Foundation will not refuse a proposal based upon the use of subcontractors; however, we retain the right to refuse the subcontractors you have selected.
- The provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.
  - There will be one opportunity to ask questions about this RFP. On June 16, 2025, 11 AM (EST) we will hold a virtual Q&A session via Zoom. Register at: [https://us06web.zoom.us/meeting/register/vMWt7\\_z0SQOpI7DoGu75lQ](https://us06web.zoom.us/meeting/register/vMWt7_z0SQOpI7DoGu75lQ)
  - Log-in details (including call-in options) will be emailed to you upon submitting your registration.

## **3. CONTRACT TERMS**

The Pennsylvania Parks and Forests Foundation will negotiate contract terms upon selection. All contracts issued by the Foundation are subject to review by Foundation legal counsel. The

project will be awarded upon signing a contract that outlines the terms, scope, budget, and other necessary items.

#### **4. PURPOSE, BACKGROUND, METHODOLOGY, AND DELIVERABLES**

##### ***Purpose:***

Develop a comprehensive two-year program promotion plan for the Pennsylvania Outdoor Corps. The plan will include strategies and products that can be completed by both the selected firm and in-house by Outdoor Corps staff, program participant social marketing, continued engagement, and suggested paid advertising strategies. The plan will also include an assessment that can be implemented to evaluate the success of the plan at six, 12, 18 and 24 months.

Target audiences include but are not limited to: potential program participants, funders, decision makers and the public. The purpose of program promotion is to increase brand recognition and visibility among the public to build a coalition of support and position the PAOC for future fundraising endeavors while building the pool of applicants applying for positions within the PAOC.

The successful candidate will not only provide the plan and a performance evaluation model, but will directly develop and implement marketing strategies, build performance metrics, and assess success over the two-year period.

##### ***Background:***

The PAOC is a partnership of the DCNR, the Pennsylvania Department of Labor and Industry (L&I), the Student Conservation Association (SCA), and the Pennsylvania Parks and Forests Foundation (PPFF).

The PAOC leads to career pathways and family-sustaining wages by providing hands-on professional development opportunities for youth and young adults as they complete resource management projects in parks, forests, and public lands. Since its inception in 2016, the PAOC has provided social and emotional development opportunities, environmental education, and work skills training to more than 1,400 members. For some members, the PAOC is their introduction to outdoor recreation and environmental pursuits. Other members use the program to further their conservation career aspirations. More members each year capitalize on their training to propel them into professional employment with DCNR and its conservation allies. Each member, no matter their background, leaves the program with enhanced professional skillsets, a strengthened conservation ethos, and a network of support to aid them on their professional path forward.

The program is delivered by four primary partners:

- DCNR — the state agency responsible for the management of the state park and forest system, ecological and geological resources, and conservation and recreation projects.
- L&I — the state agency that provides employment, job training, and job assistance services, along with administering employment benefits and workplace standards.
- SCA — a national organization that develops and manages conservation service programming for youth and young adults is the contractor implementing the program.
- PPFF — a statewide non-profit organization that supports the missions of Pennsylvania's parks and forests.

### ***Methodology:***

The successful proposal will identify the methodology that provides answers to the questions posed in the scope. These questions could be, but are not limited to:

- How could the current outreach strategy for the Pennsylvania Outdoor Corps program be improved.
- How the target audiences are best reached (this can be achieved after analyzing the PAOC strategic plan and work force analysis study).
- What specific outreach methods, media platforms, cultural language preferences, visual stimuli, messaging or other factors that resonate better/worse with various groups (ethnic/racial, suburban/urban/rural, age, etc., the public, and decision makers).
- Identifying the best times of year to recruit for the various programs.
- As part of delivery, provide in-person training to empower staff and corps participants to improve marketing and outreach skills with social media and other applicable means.

As part of the methodology, regular meetings with PPFF and the PAOC team will be required. These can be either in person or virtual.

### ***Deliverables:***

1. Electronic Executive Summary in PDF format - Up to two color pages front and back. Summarizes key planning points and strategies
2. A two-year program promotion plan with actionable steps, metrics, and an assessment tool measuring impact at 6, 12, 18 and 24 months.

3. Develop products and implement strategies for targeted advertising, earned media, public engagement, brand recognition, and visibility, with the goal of building a stronger public voice for the PAOC program.
4. Implementation of plan is not to exceed \$40,000. The budget must include: budget forecasting costs for various outreach platforms over two years with semi-annual check-ins.
5. Templates that unify and enforce the visual brand of the program., including but not limited to social media posts, flyers, brochures, and other outreach materials, including prescriptive color pallets and fonts that complement the current logo.
6. In-person training on building and engaging influential social media platforms among staff and participants.
7. Presentation of findings and recommendations to DCNR and PPFF.

## **5. TIMELINE**

- This RFP is dated June 9, 2025. Proposers may request a copy of the RFP be sent via email by contacting Marci Mowery at [mmowery-ppff@pa.net](mailto:mmowery-ppff@pa.net).
- Proposals are due no later than 5 PM (EST) July 9, 2025
- Proposals will be sent to [Office@paparksandforests.org](mailto:Office@paparksandforests.org). Submitter will receive an acknowledgment email. The proposals will be shared with review committee members to be opened at the same time. Feedback will not be provided on the proposals prior to committee review.
- The name of the candidate who has been selected will be decided on or about July 25, 2025
- Negotiations will begin immediately with the successful candidate and should conclude no later than August 1, 2025.
- The plan must be completed and delivered by November 31, 2025 with ongoing implementation through December 31, 2027.

## **6. BACKGROUND OF ORGANIZATION**

PPFF's mission is to inspire stewardship of Pennsylvania's state parks and forests.

Our Vision is to be the trusted voice and advocate to sustain and enhance Pennsylvania's state parks and forests.

Our Guiding Principles:



- |                  |                   |
|------------------|-------------------|
| 1. Integrity     | 5. Conservation   |
| 2. Excellence    | 6. Diversity      |
| 3. Innovation    | 7. Inclusion      |
| 4. Collaboration | 8. Sustainability |

The PA Parks and Forests Foundation was incorporated in 1999 to address the growing need for citizen involvement in our state parks and state forests system. We work to connect people to their public lands, by engaging them in a variety of activities that support outdoor recreation, education, conservation, and volunteerism.

We serve as an umbrella organization for 46 friends groups located across the state.

We have offices in both Camp Hill and Somerset County, supporting the work of our chapters and engaging citizens.

We believe that a healthy ecosystem means a healthy community and that open space is beneficial. Our chapters connect natural resources to communities by engaging volunteers at all age levels in programming, restoration, renovation, historic interpretation, and other activities.

A strong park and forest system also provides a better quality of life, making Pennsylvania more attractive to employers and tourists. Many of the parks and forests where we work are local assets, but assets in various stages of decline due to a state budget that does not include enough funds for full operation or to address maintenance needs.

## **7. AUDIENCE**

The audience for the program promotion plan is the staff, potential crew members and leaders, contractors, funders, decision makers, and partners of the Pennsylvania Outdoor Corps program.

## **8. SCOPE**

Using existing research completed regarding employment trends related to youth workforce engagement, along with professional knowledge of marketing:

- Review of current Pennsylvania Outdoor Corps outreach efforts, along with an analysis of partner strategies and abilities, to determine efficiencies in marketing and outreach.
- Review existing PAOC research to inform targeted messaging.

- Develop a 2-year program promotion strategy to elevate PAOC brand awareness and engagement
- Penetrate market awareness of PAOC programs and services in targeted landscapes across Pennsylvania.
- Provide metrics and a mechanism for performing the outreach effort, and complete regular assessments.
- Create and deliver brand products that build on the current logo to strengthen the PAOC brand.
- Conduct an analysis of various print, digital, and large media (billboards) outreach methods and make recommendations on the effectiveness of each, including cost considerations.
- Provide training to staff, partners, and contractor(s) that is replicable to empower individuals to become brand ambassadors through social media
- Create a targeted list of publications for articles about the PAOC and a template for articles

## **9. STAFF RESOURCES**

The successful candidate will have access to the following staff and resources of the Pennsylvania Parks and Forests Foundation (PPFF) and Department of Conservation and Natural Resources (DCNR), which include:

- Marci Mowery, President of PPFF
- Pam Metzger, Membership Coordinator for PPFF
- Tasha Ferris, Public Engagement Coordinator for PPFF
- Mike Piaskowski, Director of the Pennsylvania Outdoor Corps for DCNR

The chosen candidate will also have access to previously completed studies on the POAC including a strategic plan, an independent Program Assessment of the Pennsylvania Outdoor Corps, and a workforce analysis.

## **10. QUALIFICATIONS**

- List a minimum of four clients for which you have provided a similar service and your organization's role with each project.
- Describe your experience developing successful programmatic promotion plans.
- Describe your experience working in diversity, equity, and inclusion efforts and how messaging would cater to a varied audience.

- Provide current reference information for four former or current clients.
- Briefly describe your organization's capacity to meet the needs of this project in a timely manner (e.g., staff, equipment, software, physical space, office location, etc.).
- Provide a company profile, length of time in business, your organization's non-discrimination policy, and its core competencies.
- Include a list of staff who would be allocated to the project. Include the following information about each:
  - Availability to work on the project
  - Roles
  - Experience
- Briefly describe your project management process.
- Discuss any use of subcontractors, if applicable.
- Explain how you would approach the project.
- State how your proposed project timeline will be met and how your organization will communicate and work with PPFF staff.
- Terms and conditions.

## **II. EVALUATION CRITERIA**

Proposals that meet the mandatory requirements (see Content of Proposal section) will be evaluated with the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in this RFP.
- Expertise in recommending and communicating appropriate solutions as evidenced by the proposal and references.
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer. As a non-profit institution, the Foundation can accept pro bono services and recognize the provider to the full extent allowed by the Internal Revenue Service.
- Depth and Breadth of Staff – The candidate firm has appropriate staff to address the goals of the proposal in the timeframe needed.



- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.
- Demonstrated commitment to high service level agreements (SLA).

## **12. FORMAT FOR PROPOSALS**

Please use the following as a guide to format your proposal:

- Use fonts no smaller than 10 point.
- Maximum proposal length including title page, cover letter, proposal, qualifications, cost proposal, and references should not exceed 10 total pages.
- Title Page should include: Proposal Title: Building Brand Awareness of the Pennsylvania Outdoor Corps, your company name, address, website address, telephone number, e-mail address, and name of primary contact.
- Cover Letter: Provide an overview of your proposed approach and solution. Signed by the person authorized to sign on behalf of the company (1-2 pages).
- Proposal: Discuss your approach to the proposed solution, including the features, benefits, and uniqueness of your solution. You should also touch on your ability to deliver the results by November 31, 2025.
- Qualifications: To include four sample projects that demonstrate your prior experience of similar scope to that requested in this RFP.
- Cost Proposal: To include the total amount of budget being proposed, a description of how funds would be used, and all costs associated with the delivery of the project presented at a flat rate, fee-for-service format.

An electronic copy of your proposal should be sent in PDF format to the attention of: [office@paparksandforests.org](mailto:office@paparksandforests.org)

If the file is too large for email, please use a system such as WeTransfer or Google Drive to share the proposal.

All proposals must be submitted by 5:00 pm (EST) on July 9, 2025, to be considered. The name of the selected candidate will be decided on and announced by July 25, 2025.