

## REQUEST FOR PROPOSALS

### STRATEGIC MESSAGING AND POSITIONING FOR GROWTH

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Prepared for: Public Release

Date: February 5, 2021

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#### WORK WITH US!

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Green Empowerment is poised for impactful growth and we are excited to engage outside expertise to help us refresh and elevate our messaging and best position our organization moving forward. As a multicultural global organization with a diverse, dedicated and passionate team, we have fostered strong partnerships and deep relationships with communities across the globe.

For almost 25 years Green Empowerment has worked with partners across the globe to bring critical resources to last mile communities and we believe our story should be shared more broadly. In our [Strategic Plan 2020-2022](#) we specifically acknowledge the role that marketing, visibility and thought leadership play in advancing our essential mission.

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#### ABOUT GREEN EMPOWERMENT

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Green Empowerment is an international development non-profit that works with in-country partners to provide access to renewable energy and clean water in rural communities. Our unique operational model focuses on supporting local organizations who understand the context and complexities in their home countries to build resilient infrastructure projects. We provide technical, programmatic and administrative expertise as well as invest in technology innovation, training and network-building.

Green Empowerment supports integrated projects that improve human well-being, are sustainable over time, limit the impacts of climate change, and have the potential for broad impact beyond any one community. Founded in 1997, we now work with a network of partners in Nicaragua, Ecuador, Peru, Bolivia, Colombia, the Philippines, Malaysia (Borneo), Indonesia, Myanmar and are currently expanding into Uganda.

The current efforts by the organization have led Green Empowerment to improve on our brand in 2020, expand our online engagement, release new video content and attract earned media. While fruitful in the immediate term, the organization recognizes the need to have a more intentional strategic approach to refreshing our messaging and positioning, engaging with our current audience and expanding the reach of our story.

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## PROJECT SCOPE

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Green Empowerment has identified the following goals and activities for which we are seeking professional support. We are hoping that the final product of this collaboration is a Strategic Playbook for 2021 through to our 25<sup>th</sup> Anniversary in October 2022 that provides strategies, tactics and content in the following two tracks:

### **Track 1: Strategic Messaging**

Green Empowerment aims to refresh and elevate our messaging while honoring grassroots history and values. The organization wants to improve our storytelling to make it clear and easy to understand our unique operational model/approach that is a major differentiator and driver of our success. Activities may include, but are not limited to:

- Articulation of organization differentiators
- Development of key messaging for our target audiences, with focus on individual donors, foundations and professional audiences that bring us philanthropic and/or leadership attention.
- Plan for integrating key messaging into various communication channels.
- Audit of the competitive landscape, other global organizations, funders, etc.

### **Track 2: Strategic Positioning**

Green Empowerment is interested in promoting our organization and engaging in thought leadership in our sectors. We believe our partnership model as a key element that the international development sector needs to embrace in order to advance international projects in sustainable, equitable, anti-colonial ways. Activities may include, but are not limited to:

- Strategies and tactics for promoting GE as proven leader in rural electrification and water projects globally and inspiring individual supporters, foundations and corporations to contribute to Green Empowerment.
- Identify audience targets and recommendations for generating visibility among key media, analysts and other influencers.
- Concepts for campaigns to position the organization and engagement in thought leadership.

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## ANTICIPATED SELECTION SCHEDULE

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- RFP Open – February 5, 2021
- RFP Question Period – February 10-16, 2021
- RFP Close – February 28, 2021
- RFP Review (potential follow up clarification to submitters) – March 1 – March 15, 2021
- RFP Selection Notification – March 17, 2021

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## SUBMISSION OF PROPOSALS

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**Submit Proposals by March 1, 2021 to:** [info@greenempowerment.org](mailto:info@greenempowerment.org)

**Subject:** RFP: Strategic Messaging and Positioning

**Submit Questions by February 10 here:** [www.greenempowerment.org/work](http://www.greenempowerment.org/work)

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## ELEMENTS OF PROPOSAL

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**Please include the following information in your proposal:**

- Explanation for why your agency is interested in working with Green Empowerment
- Examples of demonstrated success helping mission driven organizations grow
- A description of the applicant including a brief history of company and team's experience
- Detailed scope of work, methodology, and timeline for project completion by June 30
- An explanation of the proposed fee for completing the project
- List of any out-of-pocket expenses that are not included in the fee
- Three references
- Disclosure of any potential conflicts of interest.

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## EVALUATION CRITERIA

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**Among the criteria to be used when evaluating the proposals will be:**

- Expertise in one or more of the following sectors: renewable energy, clean water, international development, climate change and conservation
- Experience with mission-driven organizations, non-profit experience preferred
- Depth/strength of media contacts and other influencers in the sectors identified above
- In-house capabilities vs. outsourcing
- Potential conflicts
- Inclusion of nonprofit discount or pro-bono services
- Within our budget.

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## BUDGET

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Green Empowerment has reserved up to \$10,000 for this initial project scope with additional budget potentially available for follow up activities.

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## CONSIDERATIONS

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These additional considerations provide insight into what success looks like for Green Empowerment:

- This project will help us achieve our goal in increasing unrestricted contributions.
- This project will help us make improvements in our messaging across platforms prior to our Winter Fundraising activities, including our Winter Appeal Campaign that will launch in early November 2021.
- This project will help us identify strategies and tactics for positioning Green Empowerment, specifically broadening our reach and thought leadership ahead of our 25<sup>th</sup> Anniversary in October 2022.

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## RESOURCES AND LINKS

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Facebook: @greenempowerment  
LinkedIn: @greenempowerment  
Instagram: @greenempowerment  
Twitter: @GreenEmpower

[www.greenempowerment.org](http://www.greenempowerment.org)  
[2019 Annual Report](#)  
[Organizational Theory and Logic Model](#)  
[Golden Birthday Campaign and Video](#)