



*Forming faithful stewards, Caring for sacred waters*

## **Interfaith Partners for the Chesapeake – Jones Falls Watershed Initiative**

### **Design Consultant**

### **Request for Proposals**

#### **Organizational and Project Context:**

Interfaith Partners for the Chesapeake (IPC) is a faith-based environmental advocacy organization that works to educate, support and inspire people and communities of faith to advocate for the waters of the Chesapeake through policies and practices that promote a healthier environment and healthier people. Over the past three years, IPC has successfully mobilized 170+ congregations to take action in watershed restoration practices, education, or public advocacy. Through tree-plantings, installing rain gardens, heightening awareness around pollution that degrades water quality, speaking engagements, and mobilizing faith leaders around state legislative issues, IPC is living into our tag line: “Forming Faithful Stewards, Caring for Sacred Waters”.

IPC was recently awarded a grant to engage congregations in the Jones Falls Watershed of Baltimore, Maryland to care for the Earth. The project will raise awareness about human impacts on the Earth, and accelerate the implementation of pollution-reduction projects on congregational property. The grant was awarded by the National Fish and Wildlife Foundation (NFWF) with funds from the Environmental Protection Agency and CSX. IPC’s proposal will drive behavior change and cultivate a sense of responsibility for the Jones Falls watershed. There are over 250 congregations in this watershed alone, representing thousands of individuals who turn to their place of worship for ethical guidance and leadership. A total of 30 congregations will be engaged in at least a few actions, and of those, 15 will make deeper commitments by engaging in at least six acts of stewardship over the 2-year period. Each of those 15 congregations will sign a Covenant to each other, committing to ongoing stewardship of the Earth and holding each other accountable. Actions taken by the congregations could include installing rain gardens onsite, conducting community education, performing an energy audit of their facilities, planting a food garden, or hosting an outdoor reality tour of environmental degradation for their neighbors. The program scales up a unique spiritually-rooted visioning process that IPC piloted from 2014-2016. The pilot accelerated actions at six congregations (<https://www.youtube.com/watch?v=mGpAB3h5fUE>).

The Jones Falls Watershed was selected for this project because the region offers racial, religious, and water quality diversity. Upper tributaries exhibit signs of good water quality, while lower tributaries in inner city Baltimore are degraded. In the context of a single watershed, the human impact on water quality can be witnessed. Faith communities seeking to work for social justice need look no further than their own watershed to see neighbors downstream with no access to safe recreational water, streets littered with oppressive trash, excessive energy bills, food deserts, and insufficient tree canopy. At a time when environmental issues are often seen as polarizing, this program will bring people together across racial, religious, and political lines as watershed neighbors working together to heal Earth and community. A map of the Jones Falls Watershed is attached.

**Goals and Roles:**

IPC seeks a Design Consultant to help us effectively communicate to our target audience the launching of this initiative, and what it offers congregations in terms of resources and engagement support. Our target audience consists of people of faith, clergy, faith leaders, and staff at congregations of all denominations. IPC seeks a Design Consultant for the following support:

- Assist with developing a compelling and creative name for this initiative that will resonate with people of faith and inspire them to engage with this initiative
- Bring the concept to life through logo/brand development and creation of printed/social media pieces as described below
- Develop and design promotional materials such as flyers, post cards, and social media images to advertise the program and its offerings to congregations in the Jones Falls watershed and solicit their participation. IPC will provide the content for these materials while the Design Consultant will provide feedback on the content to help shape it in the most succinct way before ultimately designing the promotional materials.
- Package the Menu for Action for the target audience. This is an 11-paged table of optional activities in which congregations can engage as a demonstration of their commitment to stewardship. The Menu in its current state offers too much detail, and needs to be pared down to the most essential information and packaged in a creative and succinct way so that it is easy for congregations to understand. The Menu for Action content is nearly complete and [can be accessed by clicking here](#).
- The Design Consultant's services will be needed between October 2016 and January 2017, with some "on-call support" until July 2017.

In order to achieve the above goals, the Design Consultant will need to:

- Be comfortable in the spiritual/faith space. Messaging, branding, logo, and program name will very much need to resonate with people of faith. IPC leadership will assist with that, but a successful Design Consultant must be comfortable working in context of faith, spirituality, and morality.
- Meet periodically in Baltimore with IPC's leadership team to synthesize our vision for this program, understand our target audience, and help us identify a name and logo that conveys this vision to our target audience. Meetings will take place in-person at first in/around Baltimore City, followed by virtual meetings/conference calls and emailed communications.
- The number of promotional materials to produce include:
  - 1 flyer advertising the entire program to be used for recruiting congregations to fill the 15 slots
  - 1 flyer advertising the outdoor walks which will take place spring 2017
  - 1 flyer for promoting the Visioning Sessions being offered in summer 2017
  - All flyers will need to be available in PDF, jpg (for social media), and in a variety of sizes so that post cards could also be printed
- Develop aforementioned materials in concert with IPC's leadership team, which will entail periodical meetings, phone calls, and prompt emailing back and forth of draft versions

- Respond quickly to IPC's feedback and adapt/adjust products in response to our reactions; i.e. IPC needs to love the end products and it is the role of the Design Consultant to fine-tune the products to our liking
- Guide us in developing a contract for this work that meets industry standards and ensures clarity on expectations and deliverables. Finished materials, logos, and collaterals produced as part of this project will be the property of Interfaith Partners for the Chesapeake.

**Skills and Requirements:** Preference for applicants to have 3+ years experience in developing and designing promotional materials and other marketing materials for non-profits including the ability to integrate digital technologies into marketing and communication pieces.

**Timeline:**

Time Frame	Task
5 pm, Friday, October 14, 2016	All proposals must be submitted electronically by this deadline.
October 24-28	IPC will select the Design Consultant and establish the contract
TBD	Work will begin with a meeting in Baltimore with IPC's leadership team to tell the story of this initiative.
November 23	Program name and logo are finalized
December 9	Initial program flyer is finalized and ready for printing/distribution; social media image, and postcard version also produced at the same time
January 15, 2017	Remaining printed materials, social media versions, postcards for walks, other materials as noted in the contract are finalized
January 15-July 31, 2017	Design Consultant is "on call" for changes to materials should dates or other important content need to be changed; contract between IPC and the Design Consultant will limit the extent to which edits are requested

**Budget:**

In accordance with our grant award, **a maximum of \$5,000** has been budgeted for the Design Consultant. Only proposals that do *not* exceed \$5,000 will be considered. Your proposal should include all of your time, materials, travel expenses, printing expenses, supplies, or technology needs for this project. IPC will select the Design Consultant based on best value coupled with proven capability and demonstrated experience.

**Submitting a Proposal:**

Interested candidates should electronically submit a cover letter, resume, and portfolio of no more than 5 pages, in PDF form. The portfolio may be substituted with live links to work samples. Your proposal should include:

- your cost estimate
- how you propose to help IPC meet the goals outlined above
- a summary of your qualifications and recent projects/work experience, particularly experience with faith communities
- a work sample that reflects a similar project and scope
- contact information for 3 references who can discuss your qualifications for Design Consultant

Direct all proposals to Bonnie Sorak, Outreach Coordinator for Interfaith Partners for the Chesapeake at [bonnie@interfaithchesapeake.org](mailto:bonnie@interfaithchesapeake.org) with “Design Consultant” in the Subject line.

If you have any questions, please call Bonnie Sorak at 410-609-6852.

## Map of Jones Falls Watershed:

