

Request for Proposals Brand and Messaging Consultancy Short-Term

Context:

[Rainforest Action Network](#) (RAN) is one of the world's leading climate justice organizations.

Nearing our 40th year, RAN is an environmental and human rights organization with a mission to preserve forests, protect our climate, and uphold human rights. We develop and execute strategic campaigns to promote positive social change and shift major banks, corporations and entire business sectors toward more responsible, sustainable and ethical policies and practices — and away from driving disastrous impacts across the globe. RAN works toward a world where the rights and dignity of all communities are respected and where healthy forests, a stable climate and wild biodiversity are protected and celebrated.

RAN is seeking to partner with an outside firm to assist in a targeted assessment and refinement of our brand, audience targeting, and messaging.

Brief Organizational and Strategy Background

Rainforest Action Network works toward achieving our mission through a wide variety of core strategies including:

- Research and reports on the drivers and impacts of deforestation, climate change and the global finance and insurance infrastructure that supports those industries.
- Collaborative partnerships with local community activists, Indigenous leaders, and aligned NGOs around the world.
- High-level engagement and negotiations with global corporations and financial institutions to craft and adhere to improved policies and practices.
- Peaceful, high-visibility, high-impact direct actions that increase pressure on decision makers and corporate targets.
- Traditional and social media communications campaigns to raise awareness of critical issues and uplift the voices of our partners.
- Connecting with and engaging more than six million supporters to use their collective voice to challenge business as usual.

This translates to a challenge in communicating our mission, campaigns and values across a broad spectrum of audiences and stakeholders, including but not limited to:

- Activists committed to human rights, environmental sustainability, and the protection of biodiversity.



- Journalists covering the financial sectors, specific commodity sectors, human rights, first amendment issues, and environmental issues.
- Trade associations focused on commodity sectors or regional corporate trends.
- C-suite executives and decision makers at major global corporations and banks
- Allies and partners in broader social movements focused on civil rights, racial justice, environmental justice, climate change and biodiversity.
- Institutional funders and individual donors

Project Objective

RAN is seeking a short-term (three to six months) Consultant to more accurately define and target key audiences, refine our brand identity to most effectively resonate with those audiences, and lay a foundation to develop cohesive and compelling narratives that can unify our messaging across our core values and programs and speak to the specific messaging of major campaigns.

We want to develop a messaging framework and architecture that can be utilized across RAN's various communication channels to enhance consistency and clarity in our messaging efforts.

In addition, we are also looking to review and refresh our visual grammar and graphic presentation while maintaining a link with our extended history.

Scope of Work

RAN recently conducted a planning process resulting in our latest 5-year RAN's strategic plan (2024-2029) which will inform the project.

We anticipate that key elements to be delivered by a Consultant would include:

- A project process plan and timeline
- A thorough assessment of RAN's current brand identity and messaging
- Interviews with key individuals and focus groups with various stakeholders, including but not necessarily limited to:
 - RAN leadership team and RAN staff members and/or board members
 - Select external stakeholders and partners
 - Select supporters
- Refining RAN's messaging framework to effectively and efficiently connect our core mission and program goals across the organization, including
 - Brand and messaging guidelines for institutional and integrated campaigns



- Aligned messaging framework for each core program
- Shorthand messaging for our core mission and programs
- An audience analysis prioritizing our key audiences and stakeholders
- Tonal and voice recommendations for prioritized audiences and stakeholders.
- Refining the messaging on our theory of change.

The Consultant will work closely with RAN's Communications Director, Christopher Herrera, Digital Director, Marie Michelson, and members of the Development Team and Leadership Team.

Budget

\$60,000

Timeline and Requirements

Ideally, this project will begin in ASAP and be finished by August 2024.

Any agency should demonstrate a clear understanding of RAN's organizational vision, values, mission and core programs and be able to demonstrate experience and history working within an inclusive environment with activists dedicated to social justice. We prioritize racial and social justice at RAN and hope to work with a like-minded individual or small team and enthusiastically invite Indigenous, Black, Latine, Asian, and women and LGBTQIA+-led teams to apply.

Terms:

This position can be remote.

Contract will be created upon agreement on proposal details.

Preferred deadline for proposal submission: June 15, 2024.

Contact Information:

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