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www.potomac.org

Request for Proposals
Short-term contract: Content Writer
March 2024

Potomac Conservancy is a nationally accredited land trust and clean water leader in the Potomac River region. We're committed to restoring the Potomac to full health for the five million people who rely on the river for drinking water and outdoor enjoyment. We improve local water quality through conservation initiatives that stop pollution flowing from the land into our streams and tributaries. Our impassioned movement of 30,000 supporters empowers us to protect and expand streamside forests, pass water protection laws, and restore local shorelines. Learn more at www.potomac.org.

Desired Services

Potomac Conservancy seeks to hire a short-term contractor to craft compelling blogs on our website in support of our content marketing strategy. The copy will include a byline and be owned by Potomac Conservancy. Blogs will be promoted on our social media and email platforms. They will work closely with and report to the Director of Digital Communications who will provide guidance and thought partnership and oversee the contract's fulfillment.

Scope of Work

Project Goal: Engage nature appreciators in the greater Washington, DC area with compelling news and issues related to the Potomac River and local environment.

Project Objective Write engaging blog posts in support of our content marketing strategy and in alignment with our brand guidelines (May – Sept 2024).

Deliverables:

- Participate in a kickoff meeting and a monthly check-in meetings with the Director of Digital Communications;
- Research, write, and program 5-6 blogs (~800 word count) with a minimum of 1 published blog per month. Includes photo sourcing.

Selection and Project Timeline:

- Potomac Conservancy will consider proposals through April 1, 2024, and will conduct introductory meetings on a rolling basis.

- Potomac Conservancy anticipates working with the Blog Writer over the span of ~5 months from May to September. The timeline can be slightly modified to meet both parties' needs.

Budget: Up to \$2,000. PC has traditionally offered a flat fee of \$300 per blog.

Respond to this RFP

Please submit:

- A resume;
- A 1-page cover letter or memo explaining your services, experience, and interest in supporting environmental communications with Potomac Conservancy;
- Your rate and preferred payment structure;
- Three relevant writing samples;
- Two references who can speak to the candidate's services.

Potomac Conservancy recognizes the environmental movement in the United States has often excluded historically discriminated communities — including Black, Indigenous, and People of Color (BIPOC), people from working class backgrounds, women, and members of the LGBTQ+ community. We believe that these communities must be centered in the work we do. Because of this, we strongly encourage applications from people with these identities or who are members of other communities that have been historically excluded from the environmental movement.

Please email full proposal materials to Haley Epping, Director of Digital Communications at epping@potomac.org by April 15, 2024.