



CALL FOR PROPOSALS

Video Public Relations & Training

Coalition of Oregon Land Trusts (COLT)

Deadline extended—proposals due: January 25, 2019

PROJECT BRIEF:

Our project will:

- Raise awareness and support for land trusts' community relevance
- Increase video reach
- Help Oregon land trusts communicate their work in a manner that relates and appeals to diverse audiences

Project description

This fall, COLT, in partnership with the Land Trust Alliance, produced a series of new videos for Oregon land trusts to help organizations raise their profiles within their communities (see links below for the videos). Ideally, these videos can help conservation organizations engage their communities more broadly and deeply, and in turn, will help to attract support for their individual and collective work. Although we have produced compelling content, we do not have a plan for creative distribution and are seeking a strategist to help craft one and secure video placement.

Central to COLT's mission is building the resources and tools to support conservation and community engagement across the state. And we need our land trusts to showcase their value and connect to communities. We need creative new ways to do this—which is where you come in. **We are seeking a public relations strategist to craft a plan—and implement it—to broadly share the products and increase video placement and reach.** We want to get these videos in front of new audiences and raise the profile of land trusts regionwide. We also aim to build the communications acumen of our membership and are **looking for PR coaching capacity as well.**

We are seeking a partner who will:

1) Serve as a public relations strategist:

- Research, build and share a distribution plan to help COLT and our 21 members distribute the videos in our communities and beyond.
- Implement the plan:
 - Take ownership and serve as the project designer, manager and key contact for all opportunities
 - Support securing at least 20 video showings—release events—for our members
 - For COLT, secure 5 “high level” creative video placements—locally and even nationally—outside our standard channels and conservation circles. Initial ideas include possible partnership with film festivals and airlines.
- Measure all associated metrics and reach

2) Serve as a PR coach/trainer:

- Train and build the capacity of our membership by sharing expertise and tools to increase the communications effectiveness of Oregon land trusts.

Project deliverables: 2 distinct pieces of work

1) Video public relations work:

- Discovery and research; share research docs/summary report
- Video PR & distribution plan, with input from COLT members
- Plan implementation: opportunity outreach and cultivation (includes shared tracking docs)
- Support at least 20 video release opportunity/events for our members, as detailed above

- Securing at least 5 high level, creative video placements, as detailed above
- Track reach and provide a metrics memo
- Project wrap-up report and recommendations

2) PR training and coaching:

- Strategy Q/A: Host (and work with our videographer to help host) an “video strategy” conference call and discussion, for COLT member organizations, to provide key resources and tips
- Distribution guide: Craft a basic “how to distribute a video” guide for COLT members—based on the PR plan developed for this project and implementation experience—for how to get videos out in the world
- Promotion webinar: To build communications capacity, design and host a PR coaching webinar, “how to promote your video” using the distribution guide as your resource and your work around the videos as a case study, for COLT membership
- Templates: Follow up the training by sharing templates you developed for distribution, research and outreach

General:

- Work in partnership with the COLT team, our members and videographer and meet regularly with the project team
- Provide weekly project reports (basic email updates are fine!)
- We welcome creative ideas!
- Existing relationships in the media, video, creative and entertainment community is a plus

Budget

- Flat fee of \$8,000 for this contract, includes all time, travel and expenses
- Additionally, the team has a working budget of \$1,500 to support video placements

Timing

We estimate a timeframe of 6-8 months, entering into a partnership in Feb 2019 and completing the project in the summer of 2019. We are aware that video event possibilities and cultivation may land outside the time period and are open to an extended time window for the work, as needed/advised.

The videos

- Wild Possibilities (Full film, 11 minutes) <https://youtu.be/LOoaQo3n2IE>
- "Sizzle" highlight reel (45 seconds) <https://youtu.be/6rSsSwkYnF8>
- Why conserve land? Because food. (~1 min) <https://youtu.be/KPA9HlyrcR8>
- Why conserve land? Because community. (~1 min) <https://youtu.be/yttTm9tVsXg>
- Why conserve land? Because water. (~1 min) <https://youtu.be/JEbtLgdyEkg>

Our team

Kelley Beamer, Executive Director, COLT

Mike Running, Administrative Coordinator, COLT

Jen Newlin, Communications Director, COLT (will project manage this contract)

Brady Holden, videographer

Deadline

Please submit a basic proposal by January 25, 2019

Proposal requirements

Please include your approach, relevant work samples, why you believe you're our perfect partner for this work and anything else you think is important to share. Send a PDF to Jen (jen@oregonlandtrusts.org) on or before January 25, 2019. **Thank you!**