



GREENLATINOS
Luchando por la Liberación Ambiental

GreenLatinos

REQUEST FOR QUALIFICATIONS (RFQ)

COMMUNICATIONS FIRM TO MANAGE URBAN & COMMUNITY
FORESTRY STORYTELLING AND MEDIA OUTREACH

GreenLatinos
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Prepared By: GreenLatinos
Date: July 2nd, 2026

REQUEST FOR QUALIFICATIONS

PROPOSAL SUBMISSION DEADLINE: July 31, 5:00pm PST

Total Funding Available: Approximately \$390,000 is available for this project to be spent by October 31, 2028

INTRODUCTION

Founded in 2008, GreenLatinos convenes an active comunidad of environmental, conservation, and climate justice leaders rooted in the power and wisdom of our culture, united to uplift our priorities, and driven to secure our political, economic, cultural, and environmental liberation. We envision a thriving and equitable society where historically overburdened communities and future generations are able to enjoy a renewed and protected ecosystem, liberated from disproportionate environmental injustices.

Please take the time to carefully read and become familiar with the proposal requirements. All proposals submitted for consideration must be received by the time specified above under the "PROPOSAL SUBMISSION DEADLINE."

BIDDERS SHOULD NOTE THAT ANY AND ALL WORK INTENDED TO BE SUBCONTRACTED AS PART OF THE BID SUBMITTAL MUST BE ACCOMPANIED BY BACKGROUND MATERIALS AND REFERENCES FOR PROPOSED SUBCONTRACTOR(S) NO EXCEPTIONS.

PROJECT OBJECTIVE

The objective and goal for this RFQ is to seek and secure a communications firm to develop, execute, and monitor the communications strategy for the GreenLatinos Urban & Community Forestry Program ("U&CF Program"). In 2023, GreenLatinos was selected by the USDA Forest Service Urban and Community Forestry Program to assist municipalities and community based organizations (CBOs) with the implementation of projects that address tree planting and maintenance, restoration and resilience, extreme heat, urban and community forestry workforce development, and engagement of all communities.

The U&CF Program provides \$20 million in grant funding to thirty-one municipalities and community-based partners to help develop strategic and long-lasting urban forestry projects in cities across CA, IL, IN, NM, and PR.

The selected communications firm will identify and develop a comprehensive communications plan for effective stakeholder engagement and marketing of the program. This may include location-specific, bilingual (Spanish/English), and culturally responsive communications, highlighting sub-awardee projects and partnerships. Communication activities will focus on:

1. Raising public awareness of the overall program, partner projects, and outcomes to highlight the impact of the program, through digital content such as video, social media, and other forms of digital content;
2. Supporting network-building and community leadership engagement by drafting and disseminating educational, promotional, and event-specific materials;
3. Working with GreenLatinos staff to create press releases and urban forestry educational materials;
4. Develop creative strategies that describe the positive impact made by the program through digital and earned media channels.

PROJECT SCOPE AND SPECIFICATIONS

The communications firm should have extensive experience developing a marketing strategy that incorporates social media, print, and video technologies to appeal to English and Spanish-speaking populations.

Video Production

- **Impact Storytelling:** Produce at least 6 short-form documentary-style videos amplifying community stories and accomplishments, one for each of our service regions: California (Bay-Area, Central and Southern California), greater Chicago, Albuquerque, and Puerto Rico.
- **Social-First Video:** Create rapid-response or short-form video content (e.g., Reels, TikToks, Shorts) for campaigns and events.
- **Post-Production:** Handle all editing, sound design, motion graphics, and subtitling (English and Spanish).

Narrative Development & Copywriting

- **Core Messaging:** Refine the Urban & Community Forestry program's overarching narrative, ensuring it aligns with values of the program, GreenLatinos, and follows communications guidance from the U.S. Department of Agriculture when applicable.
- **Content Creation:** Draft compelling copy for quarterly newsletters, blog posts, and press releases.
- **Accessibility:** With the support of GreenLatinos staff, translate environmental data and metrics into plain, impactful language.

Social Media Strategy & Management

- **Campaign Strategy:** Develop and execute digital campaigns for specific environmental events and milestones (e.g. Earth Day/Month, major conference(s), Arbor Day, etc.).
- **Content Calendars:** Manage monthly content calendars, including graphic design, caption writing, and hashtag strategy.
- **Community Engagement:** Monitor channels to foster meaningful online community dialogue.
- **Photography:** Lead photographer for social media content from “Island Partners Workshop” a multi-day event in 2027.

Website Development

- **Website Support:** Collaborate with GreenLatinos' Communications team to update and maintain website content.
- **Resource Hub:** Develop and maintain a user-friendly landing page to host and organize marketing and campaign materials, including quarterly newsletters, photos, reports, and other digital resources.
- **Content Management:** Assist with copy, formatting, and content updates across GreenLatinos' general website pages.
- **Technical Experience:** Support ongoing website maintenance and optimization; experience with **WordPress** and the **Elementor** plugin is preferred.

Earned Media Strategy Development:

- Draft and pitch press releases in collaboration with the GreenLatinos communications team (monthly)
- Draft and pitch op-eds in collaboration with the GreenLatinos communications team (quarterly)
- Help place at least 5 new earned media placements in local, regional, and/or national media.

PROJECT LOCATION(S)

This project will be remote, except when needed to photograph or film on-site in communities in California (Southern, Central, and the San Francisco Bay Area), the greater Chicago area, Albuquerque, and communities throughout Puerto Rico.

RFQ SOLICITATIONS POINT OF CONTACT INFORMATION

For questions or information regarding this RFQ, contact:

Name: Joe Toolan

Title: Justicia Y Equidad Fund Director

Phone: (443) 713 - 9026

Email: joetoolan@greenlatinos.org

SCHEDULED TIMELINE

The following timeline has been established to ensure that our project objective is achieved; however, the following project timeline shall be subject to change when deemed necessary by management.

MILESTONE	DATE
RFQ Released:	07/02/2026
Questions Due:	07/10/2026 by 5:00pm PST
Question Responses Posted:	07/15/2026
Proposals Due:	07/31/2026 by 5:00pm PST.
Select a vendor:	08/09/2026
Contract Starts by:	09/01/2026
Contract End:	10/31/2028

PROPOSAL BIDDING REQUIREMENTS

PROJECT PROPOSAL EXPECTATIONS

GreenLatinos shall award the contract to the vendor whose proposal best accommodates the various project requirements. GreenLatinos reserves the right to: (i) award the contract to more than one Bidder, and (ii) refuse any proposal or contract following federal requirements in 2.CFR.200

DEADLINE TO SUBMIT PROPOSAL

All proposals must be received by GreenLatinos no later than Close of business (5:00pm PST) on July 31, 2026 for consideration.

PROPOSAL SELECTION CRITERIA

Only those proposals received by the stated deadline will be considered. All proposals, submitted by the deadline, will be reviewed and evaluated based upon information provided in the submitted proposal. In addition, consideration will be given to cost and performance projections. Furthermore, the following criteria will be given considerable weight in the proposal selection process:

Required Criteria:

1. Proposals received by the stipulated deadline must be in the correct format.

2. Bidder's alleged performance effectiveness of their proposal.
3. The ability to create, write, and produce content natively in both Spanish and English.
4. Bidder's proven experience delivering high-quality video, digital, and written content.
5. Overall cost effectiveness of the proposal.

Highly Preferred:

1. Familiarity with the unique constraints, opportunities, and stakeholder dynamics of non-profit organizations, foundations, and/or municipal government.
2. Demonstrated commitment to social, economic, or environmental justice frameworks.

GreenLatinos reserves the right to cancel, suspend, and/or discontinue any proposal at any time, without obligation or notice to the proposing bidder.

PROPOSAL SUBMISSION FORMAT

The following is a list of information that the Bidder should include in their proposal submission:

Summary of Bidder Background

1. Bidder's Name(s)
2. Bidder's Address
3. Bidder's Contact Information (and preferred method of communication)
4. Legal Formation of Bidder (e.g. sole proprietor, partnership, corporation)
5. Date Bidder's Company was Formed
6. Description of Bidder's company in terms of size, range and types of services offered and clientele.
7. Bidder's principal officers; only include those who will work on the contract (e.g. President, Chairman, Vice President(s), Secretary, Chief Operating Officer, Chief Financial Officer, General Managers) and length of time each officer has performed in his/her field of expertise.
8. Bidder's Federal Employee Identification Number (FEIN)
9. Evidence of legal authority to conduct business in US (e.g. business license number).
10. Evidence of established track record for providing services and/or deliverables that are the subject of this proposal.

Financial Information

- State whether the Bidder or its parent company (if any) has ever filed for bankruptcy or any form of reorganization under the bankruptcy code.
- State whether the Bidder or its parent company (if any) has ever received any sanctions or is currently under investigation by any regulatory or governmental body.

Marketing/Communication Samples

- A brief overview of your firm, your ethos, and why you are uniquely suited for this project.
- Examples of past video production, copywriting, and social media campaigns.
 - At least one example of bilingual (English/Spanish) work.
 - At least one example of posts related to a social media outreach campaign.
 - At least one example of fully planned, filmed, and edited video.
- A brief methodology of how you will approach the project, including project management workflows.

Cost Proposal Summary and Breakdown

- Budget: A line item budget with all expected costs
- Brief summary and explanation of budget categories and overall cost of the proposal.

Insurance

- Details of any liability or other insurance provided with regard to the staff or project.

References

- Provide 3 references

By submitting a proposal, Bidder agrees that GreenLatinos may contact all submitted references to obtain any and all information regarding Bidder's performance.

The selected communications firm shall not discriminate on the basis of race, color, national origin, sex or other federally restricted class in the performance of an awarded contract. The selected firm will agree to perform all activities in accordance with all applicable federal, state and local laws, including without limitation laws which regulate the use of funds allocated Cooperative Forestry Assistance Act, P.L. 95-313 as amended, 16 USC section 2105 and Public Law 117-169, Subtitle D, Section 23003(a).