



## **Request for Proposals: Videography, Animations, Infographics, & Digital Assets for Conservation Education**

Eastern Shore Land Conservancy in Easton, Maryland, seeks qualified videographers, artists, graphic designers, and communications experts to help develop and promote accessible educational content in the form of digital assets like explainer videos, animations, infographics, story maps, illustrations, interactive website components, and/or social media posts. More than one contractor may be selected for this project.

### **RFP Timeline\*:**

- Request for Proposals Released — November 25, 2024
- Proposals Due — January 31, 2025
- Evaluation of Proposals — February 2025
- Contract to be Awarded — February 2025
- Research & Content Creation — February 2025 through October 2025
- Content Promotion — May 2025 through December 2025

\*All dates are subject to change with or without notice.

### **About Eastern Shore Land Conservancy**

We are a nonprofit organization with a mission to conserve, steward, and advocate for the unique rural landscape of Maryland's Eastern Shore.

Since our founding in 1990, when there was widespread concern that the region's important wildlife habitat and prime farmland were being consumed by sprawling development, ESLC has established a strong record of land preservation. Our methods and projects are frequently modeled by other land trusts across the country. We have permanently protected more than 67,000 acres of farms, forests, and wetlands, and we have provided new public access to parks, farmland, hiking trails, and more throughout our region.

The threats to the Eastern Shore have never been greater, as climate change and development of all kinds continue to pressure the region's rural and agricultural character. Under new leadership since 2021, ESLC continues to pursue land preservation while influencing policies that can help local landowners and leaders more effectively implement conservation, benefit natural resources, and sustain the region's character.

We have a team of [11 full-time staff members](#) and an [18-person Board of Directors](#). Your partners in this project will primarily be ESLC's Communications Manager Caitlin Fisher and CEO Steve



Kline. You may also work with complementary experts; for example, an independent videographer may be asked to collaborate with both ESLC staff and an independent graphic designer.

## **Project Description**

Eastern Shore Land Conservancy (ESLC) in Easton, Maryland, is accepting proposals from qualified videographers, artists, graphic designers, and communications experts to help develop and promote accessible educational content in the form of digital assets like explainer videos, animations, infographics, story maps, illustrations, interactive website components, and/or social media posts. More than one contractor may be selected for this campaign. The flexibility of mediums for this campaign offers a rare creative opportunity to align style, form, and content in the most effective way.

Conservation issues can be complicated to communicate, often requiring in-depth analysis and an understanding of complex ideas. In order to better present timely, credible, and relevant conservation information to the public, ESLC is developing and promoting engaging educational materials that can be shared across digital platforms. The goal of our campaign is to draw attention to the myriad ways conservation touches down in the lives of every resident and visitor of the Eastern Shore every day, in ways they generally do not understand or even realize. This campaign will seek to educate Eastern Shore residents and visitors with a first-of-its-kind series of videos and content that will present information in interesting and highly-digestible bite-sized pieces of information that meets people where they are, on their digital devices. We're looking for engaging, user-friendly content that is optimized to transform viewers into knowledgeable advocates.

The issues ESLC will seek to break down include, but are not limited to:

- wastewater, drinking water, and storm water management
- saltwater intrusion
- healthy forest management
- solar siting
- agriculture
- data center development
- intergenerational transfer of lands
- conservation easements and the work of land trusts
- value-per-acre land use models

More than one contractor may be selected for this project. During the proposal review process, ESLC will determine which issues will be best addressed by which contractor, and delegate our topics accordingly (for instance an explainer video series on wastewater, drinking water, and storm water management versus a series of infographics on data center development etc.).

Once the contracts are awarded, specific challenges, audience needs, and goals will be discussed. At that time, we'll assess the scope of each project and decide whether the work can be fully accomplished by a single contractor or if a subcontractor (like a photographer, artist, or communications expert) might be needed.

After a period of research, we will move into active content creation. The contractor will provide a set of mockups to approve. ESLC will assist with copywriting, as well as photo and film research and acquisition. Copy and imagery will be approved ahead of the development phase.

Once the content is developed and promoted, we hope that it will equip the newly well-informed public to become advocates for better water management practices, healthier wild places, and appropriate land use and energy policies. Finished products should be easily uploaded and shared by ESLC.

The audience for this outreach is the thousands of ESLC supporters, who receive our biweekly newsletters, and subscribe to our active social media channels. We also boast an extensive array of partner organizations, through our leadership of the largest regional conservation collaborative on the Delmarva Peninsula (the Delmarva Restoration and Conservation Network, or DRCN) and our work on the Delmarva Land and Litter Collaborative (DLLC, a joint effort of agricultural and conservation organizations); these partners can be engaged to share content across their own channels, helping to ensure a wide breadth of exposure for the work proposed. We also have existing relationships with town and county officials, state agencies, and community leaders across the Eastern Shore who will play a key role in circulating and promoting this content.

### **Key Objectives and Considerations**

To be effective, the finished product must:

- Be informative and easily digestible.
- Instill conceptual confidence and awareness in the viewer.
- Be creative, unique, engaging, modern, and attractive.
- Ideally provide the viewer with an a-ha moment of understanding!
- Exhibit seamless understanding of the topic at hand.
- Load quickly and eliminate [barriers to accessibility](#) as much as possible.
- Remain focused and directly address concepts as outlined by ESLC during the first phases of collaboration.
- Ultimately boost our online following, newsletter subscriptions, and search engine rankings.

The successful candidate will be an excellent project manager with a demonstrated track record of communicating openly and regularly throughout a project. They will be skilled in their field (videography, editing, InDesign, etc.). They will have knowledge of current digital communications



trends and be mindful of accessibility. Preference will be given to contractors with knowledge of the unique challenges of conservation, land use, ecosystem services, climate resilience, development, political advocacy, and agriculture.

## **Proposal Requirements**

All proposals for this contract should include:

- An executive summary that describes your understanding of the project, ESLC's needs, and your proposed content.
- A comprehensive list of deliverables with a projected deadline and line-item cost for each.
- Total project cost to implement your recommendations.
- A description of your company, the key staff who would work on our project, and your approach to the work. Please describe project management tools or processes you use to keep the work on track.
- Three examples of similar projects completed in the last five years, with the project cost and timeline for each.
- Contact information for three past clients who can serve as references.
- Any requirements or preferences regarding invoicing and payment. Please include all terms and conditions.

**Proposals may only be submitted by email. Send a single PDF by link or attachment to Caitlin Fisher at [cfisher@eslc.org](mailto:cfisher@eslc.org) by no later than 11:59pm ET on January 10, 2025.**

ESLC reserves the right to reject any or all bids, accept or reject any or all items in the proposals, and/or award the contract in whole or in part as deemed to be in the best interest of the organization. ESLC reserves the right to cancel, delay, amend, or reissue this RFP at any time. Each respondent submitting a proposal will be notified via email of ESLC's decision concerning their proposal.

The Eastern Shore of Maryland is a region rich in diversity of all kinds, from our people to our natural resources. The future of this iconic place depends on the engagement of everyone, from all backgrounds and experiences. ESLC values diversity in all its forms and encourages all qualified individuals to submit a proposal for this project.