

Communication Plan: Request For Quote

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Society for Ecosystem Restoration in Northern BC

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1.0 OVERVIEW

The Society for Ecosystem Restoration in Northern BC (SERNbc) is developing a communication plan to increase public awareness of and social license for the brand. Much of our work centres on identifying, implementing, and monitoring ecosystem restoration. Ecosystem restoration (ER) projects are identified and prioritized based on a structured decision-making framework to ensure ER investments are made that meet the objectives of SERNbc and their project partners.

We seek a plan that will facilitate effective engagement of stakeholders, rights holders, donors, and practitioners. The plan should align with our [current](#) strategic plan and priorities, as well as our mission, vision, and values.

SERNbc's current Strategic Priority 6: Communications and Extension

Goal: We will engage in communication efforts to build the SERNbc brand and increase awareness of our expertise and capacity to land managers, users and the general public to create opportunities and support for ecosystem restoration in northern BC.

Objective 1: Provide targeted audiences with SERNbc related information, tools, and educational materials and support further development and on-the-ground delivery of ecosystem restoration programming.

Objective 2: Develop and disseminate ecosystem restoration information that is targeted towards individuals and organizations that can play a role in ecosystem restoration.

Objective 3: Build a constituency of support for ecosystem restoration through relationships and strategic partnerships.

Quotes will be accepted until 25 November 2025 via email to mae.whyte@sernbc.ca.

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2.0 PURPOSE

The proposed communication plan will:

- Establish clear, consistent, and compelling messaging;
- Increase awareness of the organization's mission, vision, and impact;
- Strengthen relationships with stakeholders, including community members, partners, funders, and media; and
- Enhance digital presence through web, social media, and other communication channels.

3.0 SCOPE OF WORK

We estimate a total of 200 person-hours of effort to complete development. Please include in your proposal:

- a detailed work plan,
- timeline,
- bios of key personnel,
- sample work portfolio, and
- a fixed-price quote or hourly rate with an estimated total.

3.1 Research and Discovery

Estimated hours: 40-50

3.1.1 Communications Audit

Review and assess existing materials, channels, platforms, and branding.

3.1.2 Stakeholder and Rights Holder Engagement

Conduct interviews and/or surveys with internal and external groups, organizations, and/or individuals to determine their preferences, expectations, and communication needs.

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3.1.3 Audience Analysis

Identify and analyze target primary and secondary audiences to determine their preferences, needs, and communication behaviors.

3.1.4 Benchmarking Review

Assess peer organizations' communications strategies to identify leading practices and gaps or opportunities.

3.2 Strategy Development

Estimated hours: 35-45

3.2.1 Core Messaging

Develop key messages and narrative frameworks tailored to key audiences.

3.2.2 Brand Assessment and Recommendations

Evaluate current branding and recommend refinements or rebranding (if needed) to optimize alignment and impact.

3.2.3 Goals and KPIs

Develop clear communications goals, objectives, and performance indicators to guide implementation, evaluation, and management.

3.2.4 Audience Segmentation

Segment target audiences and customize messaging according to each group's specific needs, characteristics, and interests.

3.2.5 Crisis Communication Strategy

Propose a high-level crisis communication approach, including protocols and recommended messaging strategies.



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3.3 Tactical Planning

Estimated hours: 45-55

3.3.1 Communication Plan Development

Draft a detailed plan outlining strategies, responsibilities, timelines, and resource requirements.

3.3.2 Multi-Channel Strategy Recommendations

Recommend strategies and sample tactics across multiple channels, including:

- Website content and management;
- Social media (prioritizing organic over paid campaigns);
- Media relations and press engagement;
- Community engagement and partnership outreach; and
- Email newsletters and donor communications.

3.3.3 Content Planning Tools

Deliver a sample content calendar and programming template.

3.4 Implementation Support (Optional)

Estimated hours: 10-25 (as needed)

3.4.1 Staff Training and Workshops

Provide training/workshop sessions for staff on communication tools, brand messaging, and implementation best practices.

3.4.2 Ongoing Support

Offer advisory and execution support for plan rollout, content development, or campaign management (upon request).

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3.5 Measurement and Evaluation

Estimated hours: 15-20

3.5.1 Success Metrics and Tracking

Define measurable indicators and tools for ongoing performance tracking.

3.5.2 Reporting Framework

Develop a framework to monitor results, report progress, and recommend course corrections.

4.0 DELIVERABLES

Final deliverables should be submitted in editable formats for future revision, e.g., Word.

- Summary of communications audit
- Analysis of stakeholder and rightsholder groups
- Fulsome strategic communication plan
- Tactical communication plan, including timeline and tools
- Content calendar template and sample programming
- Recommendations for
 - thresholds and targets (KPIs),
 - monitoring and maintenance of strategic, tactical, and operational components, and
 - any value-add components you would include to benefit the Society

5.0 TIMELINE

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|-----------------------------------|-----------------------------------|
| • September 2 – November 25, 2025 | RFQ open |
| • November 27, 2025 | SERNbc AGM and Directors' meeting |
| • December 2, 2025 | Contract awarded |
| • March 31, 2026 | All deliverables received |