



# AppalachianVoices

AppalachianVoices.org  
outreach@appvoices.org

June 4, 2021

## REQUEST FOR PROPOSALS: Website and Resource Development to Advance the Movement for Energy Democracy in the South

### Summary

A network of energy democracy and energy justice organizations in the South is seeking proposals to redesign our website and social media accounts for EnergyDemocracyYall.org and assist in developing an online engagement strategy to support the movement for an equitable and inclusive transition to a clean energy economy in our region.

### Background

A network of environmental justice organizations and clean energy advocates in North Carolina, Tennessee and neighboring states are seeking to strengthen our communications infrastructure to grow the movement for an equitable and inclusive transition to a clean energy economy (i.e. energy democracy) in the South. This grant-funded project is part of an integrated grassroots organizing, policy advocacy, and communications effort aimed at accelerating the clean energy transition in Tennessee, North Carolina, and the broader South in a manner that centers on-the-ground community leadership, environmental justice, and democratic control of energy systems.

The goals of the overall effort are to:

1. Provide information resources, networks and organizing capacity to support underserved communities — particularly low-wealth, on-the ground, and Black, Indigenous and communities of color — in envisioning and advocating for a clean energy transition that centers their needs.
2. Work with strategic communications experts to evaluate current terminology, develop messages, narratives, and communications plans that are effective for southern audiences and advance the values of energy democracy on which our coalitions and work are built.
3. Redesign the EnergyDemocracyYall.org website and social media accounts to serve as a regional movement hub, in addition to creating compelling communications resources like short videos that teach, inspire, and offer equitable energy solutions for our region.

Within the context of this larger effort, **our network seeks to partner with a professional communications firm to accomplish the third goal.** We are simultaneously releasing an RFP to accomplish the second goal; respondents that believe they are well-positioned to take on both projects in a manner that maximizes efficiencies and synergies are welcome to respond with a combined proposal.

BOONE  
589 West King Street  
Boone, NC 28607  
828.262.1500

CHARLOTTESVILLE  
812 East High Street  
Charlottesville, VA 22902  
434.293.6373

DURHAM  
2302 Chapel Hill Road  
Durham, NC 27707  
919.748.3141

KNOXVILLE  
2507 Mineral Springs Ave.  
Suite D  
Knoxville, TN 37917  
865.291.0083 ext. 700

NORTON  
816 Park Avenue NW  
Norton, VA 24273  
276.679.1691



In close collaboration with network partners, Appalachian Voices will serve as primary contact, fiscal agent and project manager for this project. The networks with which we are collaborating include the Tennessee Valley Energy Democracy Movement, Energy Justice North Carolina, and the Advancing Equity and Opportunity collaborative.

Appalachian Voices is a nonprofit advocacy organization that works to achieve an Appalachia with healthy, intact ecosystems and advance a just transition to a generative and equitable clean energy economy. We have 30 staff members located in offices in Boone, N.C., Charlottesville, Va., Norton, Va., Knoxville, Tenn., and Durham, N.C.. The organization's staff includes Communications and IT professionals with backgrounds in content generation, web development, programming, and server maintenance. These team members will collaborate with and provide assistance to the firm throughout the project.

### **Scope of Services**

All proposals should, at a minimum, include the following services (or a clear rationale for alternative services if the respondent believes there are more effective solutions):

1. **Strategy:** Beginning with a kick-off meeting that includes key personnel from Appalachian Voices Energy Democracy and Communications teams, respondents are asked to guide the development of an overall strategy for the EnergyDemocracyYall.org website and social media accounts to grow the energy democracy movement in our region. This should include identifying key objectives for the audiences we seek to reach and establishing use cases of how we expect users to engage with our content. Deliverables should include a brief website strategy summary, a map of the information architecture and a wireframe of the site.
2. **Design:** The selected firm should provide 2-3 homepage concepts that are consistent with the strategic summary, from which our team will select a favored design at a follow-up meeting with the firm. Based on the chosen design, 2-4 additional page designs should be created as well as banners for Facebook, Instagram and Twitter.
3. **Development:** Expected final deliverables should include: a WordPress theme with CSS and key images and icons; quality control testing (including cross-browser and cross-device); shareable content, including 5-10 short videos, infographics and/or memes to draw attention to the site and effectively deliver key messages to target audiences; and a detailed launch plan.

### **Anticipated Selection Schedule**

Release of RFP: **June 4, 2021**

Optional Conference and Q&A Session: **June 22, 2021**

Deadline for Submission: **July 9, 2021**

Applicant Interviews: **July 19-21, 2021**

Anticipated Decision Date: **July 30, 2021**



## **Submission of Proposals**

The RFP will be posted at [appvoices.org/energydemocracy/web-rfp/](https://appvoices.org/energydemocracy/web-rfp/) and can be downloaded directly as of June 4. Respondents to this RFP should send a PDF via email, and may submit supplemental material in any format, to [matt@appvoices.org](mailto:matt@appvoices.org) by July 9, 2021.

## **Timeline**

Expected launch date: **November 3, 2021.**

## **Elements of Proposal**

- Description of the firm that includes a general overview, names, biographies and roles of the team, and demographic composition of employees
- 3-5 top relevant projects, who worked on each project, link to case study or website URL
- A representative selection of videos, infographics, advertisements or other content for social media that the firm has developed
- 3-5 client references
- A work plan that outlines critical tasks, milestones, and deadlines and any additional resources required for support (e.g., sub-contractors)
- Project management approach and description of what will be required from Appalachian Voices' Energy Democracy, Communications and IT teams
- Itemized budget and list of deliverables

## **Evaluation Criteria**

The successful respondent will:

- Have been continuously operating for a minimum of 24 months
- Demonstrate the necessary experience, knowledge, and skills to accomplish the project
- Be competitive in their cost of services
- Demonstrate sensitivity to the racial, socioeconomic, and gender diversity of our networks
- Is either located in North Carolina, Tennessee, or a neighboring state or can demonstrate experience with and understanding of the culture of the South

**Budget** (inclusive of both direct and indirect costs): Approximately \$15,000

