

Request for Proposal

Communications and Public Relations Services

From:

ICLEI USA

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Project Information

ICLEI – Local Governments for Sustainability USA ([ICLEI USA](https://iclei.org)) is seeking a communications and public relations firm to provide both proactive, positive brand-building support for the organization and our programs, as well as reactive communications support to address emergent communications needs.

About ICLEI USA

With 34 years in operation, ICLEI – Local Governments for Sustainability USA (ICLEI USA) is the first and largest local government network in the country focused on sustainability and climate action with technical assistance, planning, and federal grantmaking experience and network members in 50 states. Our Members and team of experts work together through peer exchange, partnerships, and capacity building to create systemic change for urban sustainability. Learn more: <https://icleiusa.org/>

ICLEI USA is partnering with the Coalition for Green Capital (CGC) to offer \$60mm in market-building funding and technical support to help communities — local governments, Tribes, and their partner not-for-profit organizations — to develop public-private partnership plans that can accelerate the deployment of capital to clean energy projects through the [Municipal Investment Fund](#).

Vendor Requirements

This is an open call to US-based communications and public relations firms that have experience and a strong track record working with nonprofits and/or local governments in the climate and sustainability sector. The selected firm must be familiar with the political, social, and economic issues relating to the transition to clean power and the imperative of delivering a just result to all affected communities in the course of that transition.

Project Goals & Scope of Work

- Proactive work - Our goal is to build our positive brand and raise awareness of [ICLEI USA](#), the [Municipal Investment Fund \(MIF\) program](#), and our local government members across the country who are advancing climate action. We also want to raise awareness of the many co-benefits, including health, job creation, energy affordability, community resilience and safety, etc. This work may include, but is not limited to: pitching and ghost-writing op-eds, securing placements in conferences and speaker panels, securing interviews in state and national media, etc.
- Reactive work - Our goal is to have rapid response / crisis communications support to combat misinformation and also address unplanned/emergent communications needs. This work may include, but is not limited to: media training for leadership, and writing scenario-based talking points, addressing misinformation online and in other venues.
- Key audiences - We want to reach local government leaders and sustainability staff in the US, philanthropy leaders and networks of individual donors, and residents.
- Communications channels - We want advice on effective media channels for achieving our goals, including television, news outlets, social media, website, other forms of digital presence, etc.

Budget and Timeline

This project's budget is not to exceed \$100,000 over six months (ending no later than 11/30/2025). A final report on impacts will be due on 11/30/2025.

Since it is funded by a federal grant, all project processes and documentation will comply with federal regulations associated with grant-funded projects.

Submission Instructions & Selection Criteria

Please include these key elements in your proposal (all of these elements will be considered in the selection process):

1. Services / Activities
2. Proposed success metrics for this project
3. Relevant experience of your firm overall
4. Team - Who on your team will be assigned to support ICLEI USA and in what roles?
5. Pricing - We suggest capping the total contract at no more than \$100,000 for six months of services. We welcome applicants to provide two alternate prices for this work:
 - For payment via reimbursement for services performed.
 - For payment via up-front retainer. ICLEI USA will consider up-front payment if it helps secure a significant discount in the pricing and hourly rate for these services.

There is no minimum or maximum page limit for proposals. The Request for Proposals is **open until 11:59 PM PT on April 29th, 2025**. To respond, please submit your proposal to Anne Marie Cleary Rauker via (am.clearyrauker@iclei.org).

Questions and Clarifications

For any questions, please reach out to Anne Marie Cleary Rauker via (am.clearyrauker@iclei.org).