

## Request for Proposal (RFP) for Freelance Content Writer

### PURPOSE

The Pacific Institute invites qualified freelance content writers to submit proposals for the creation of compelling annual impact reports and impact stories. The selected writer will collaborate closely with our communications team to capture essential data, stories, and project updates, and transform them into engaging narratives that reflect our organization's achievements and contributions.

### About the Pacific Institute

The Pacific Institute is a global water think tank that combines science-based thought leadership with active outreach to influence local, national, and international efforts to build water resilience. It is seen as a global thought leader on sustainable water policy and practice. Founded in 1987 in California, the Pacific Institute now has staff across the United States and around the world.

To address the climate crisis, PI recently launched an organizational goal to catalyze the transformation to water resilience by 2030. The Pacific Institute currently prioritizes work in three key areas: water efficiency and reuse, water and climate equity, and nature-based solutions. The organization works to scale the uptake of its work through policy and practice advocacy, as well as strategic partnerships spanning government agencies, NGOs, communities, and the corporate sector.

The Pacific Institute is also a leading global force advancing corporate water stewardship. The organization serves as the co-secretariat of the UN Global Compact's CEO Water Mandate, a unique public-private initiative established in 2007 that mobilizes business leaders to address global water challenges. With more than 200 company endorsers, the Mandate's work is carried out in partnership with the United Nations, governments, civil society organizations, and other stakeholders.

### Scope Of Work

#### **Objective:**

To draft a compelling, accurate, and well-organized annual impact report as well as impact stories that may be utilized in other formats that captures the Pacific Institute's accomplishments, updates, data, and other pertinent information for the specified year.

## **Main Tasks and Responsibilities:**

### ***Information Gathering:***

- Collaborate with the Pacific Institute communications team and internal stakeholders (if needed) to capture necessary data, stories, and project updates.
- Review previous annual reports, internal documentation, and other materials to ensure consistency and historical accuracy.

### ***Content Creation:***

- Following the provided impact report outlines, draft content for the Pacific Institute, CEO Water Mandate, and Water Resilience Coalition annual impact reports.
- Regularly craft impact stories that reflect the human element and real-world outcomes of the Pacific Institute work.
- Ensure data is presented in an understandable manner, collaborating with designers/graphic artists as needed.
- Adhere to the Pacific Institute and UN Global Compact style guide and branding guidelines.

### ***Deliverables:***

- Three comprehensive impact reports to be released between March and May of 2023.
- Impact Stories: Transform impact stories into content suitable for online videos and social media posts throughout the year.
- Further details on deliverables to be discussed.

### **Additional details:**

#### Word Count:

- Annual Impact Reports: Varying word counts as per project requirements
- Impact Stories: Varying word counts for online content

#### Topics/Themes:

- The content will cover a wide range of topics related to the Pacific Institute's achievements, updates, data, and impact areas, with a focus on sustainability, water resilience, and social impact.

## **Timeline**

Any contract awarded pursuant to this RFP solicitation shall be for a contract period of one year, with the possibility of an extension and ongoing engagement.

## **Application Process and Budget**

Pacific Institute has budgeted \$7,500.00 for this work. Estimated hours: 35-40 hours per report, 5-8 hours per impact story (tentative, to be discussed)

- All Proposals should be submitted electronically in PDF or Word to Vanessa Perdomo: vperdomo@pacinst.org.
- Proposals have no more than seven pages. For ease of reading, use 1.5 spacing and a 12-point font size.

All proposals must include:

- Portfolio: Samples of previous work related to impact reports, annual reports, or similar projects.
- Experience and qualifications of the consultant and include the resume of the principal resource development professional providing direct service for this work.
- A narrative that addresses how the Scope of Work, as outlined above, will be accomplished, including a timeline with benchmarks and the number of hours required to accomplish the work (hours per week and how flexible your availability is).
- Project budget, as well as costs payable by the Pacific Institute, must be clearly defined.
- Three (3) references from clients for whom the consultant has performed similar services.