

Request For Proposals

The Jane Goodall Institute: Youth Program Messaging Platform

Re-issued: October 1, 2018

Proposals Due: October 12, 2018 5:00pm (EST)

Overview

The Jane Goodall Institute is currently seeking a vendor or consortium of vendors who can support the development of an interim messaging platform for the Jane Goodall Institute's international youth program, Roots & Shoots. Founded in 1991 by Dr. Jane Goodall, Roots & Shoots is a youth service program for young people of all ages. The aim of Roots & Shoots is to foster respect and compassion for all living things, to promote understanding of all cultures and beliefs, and to inspire everyone to take action to make the world a better place for people, other animals, and the environment.

Under a grant-funded initiative, the Institute is currently seeking to focus and increase inclusivity of the Roots & Shoots program with a special emphasis on young people of color. The interim messaging platform should serve as a central tool for messaging and branding of the program with this target audience. With a budget of \$30,000 the Institute expects to launch new marketing products for Roots & Shoots making use of the interim messaging platform by mid-November 2018.

Ideal messaging will facilitate two main functions: marketing the program to both young people and formal/informal educators who mentor or interact with young people and connect the program to the brand and identity of the Jane Goodall Institute. When young people or their educators learn about Roots & Shoots, they should quickly understand how our program relates to Dr. Jane Goodall and the Jane Goodall Institute, the program's mission/purpose, and how they can get involved. As audiences deepen their engagement with the program, they should find content specific to their needs and interests.

All Roots & Shoots participants desire to understand and feel connected to each other. Messaging should utilize storytelling and example projects that are representative of the diverse young people the program is aiming to engage. To this point, the program's current messaging is problematic in terms of its inability to connect with ALL young people, especially young people. The name of the program "Roots & Shoots" (which cannot be changed) also gives the immediate impression of a plant/gardening program, rather than a youth activist and empowerment program which is also problematic.

Deliverables

The Jane Goodall Institute is expecting that vendors will provide recommended positioning elements and statement, program story, global messages and targeted audience messages. In addition, the organization would expect to receive verbatim copies of all interviews conducted in the context of the creation of the platform.

Context

The Institute is currently finalizing and organizational strategy process within the US and with the organization's Global entity. The work being pursued in this project is aimed at launching a campaign to drive engagement with young people that must be launched prior to the launch of the organizational



strategy. The Institute staff are working to align and integrate the positioning and branding of the organizational strategy with the positioning and branding of the Roots & Shoots strategy. The deliverables from this project may require some realignment once both projects are complete. Upon realignment the message platform should have durability and last for at least three to five years – the duration of the organizational strategy.

RFP Timetable

Event	Date
RFP Re-issue	October 1, 2018
Vendor's Enquiries & Clarifications	October 5, 2018
JGI's response to Vendor's Enquiries & Clarifications	October 8, 2018
Vendor's Quotation Submission	October 12, 2018 5:00pm (EST)
Vendor Selection	October 19, 2018

Proposal Submission

Vendors will submit any inquiries, clarification requests and submissions related to this RFP to the following JGI contact:

the Jane Goodall Institute (JGI)
Cydney Bunn, Sr. Director, HR, Operations & Contracts
1595 Spring Hill Road, Suite 550
Vienna, VA 22182
Email: cbunn@janegoodall.org

Vendors may not enter into communications with other JGI staff about this RFP without the prior written permission of the individual listed above.



Instructions for Submitting Quotations

1. Vendors must submit RFPs and all supporting documentation by close of business on August 24, 2018.
2. All responses and supporting documentation shall become property of JGI and will not be returned.
3. JGI ultimately reserves the right throughout this process to select the supplier, goods, works and services that best meets its business requirements and to hold discussions with any and all respondents.
4. You must agree to the following conditions if you choose to respond to JGI regarding this RFP:
 - a. Neither issuance of this RFP nor receipt of quotations represents a commitment on the part of JGI.
 - b. JGI will not be responsible for, or in anyway liable for, any costs incurred by vendors in the preparation of any responses or presentations relating to this RFP.

Attachment A: About Jane Goodall's Roots & Shoots

Jane Goodall's Roots & Shoots is the global youth leadership program of the Jane Goodall Institute (JGI). Founded in 1991, it is now active in almost 100 countries with hundreds of thousands of young people who are inspired by Dr. Jane Goodall to make the world a better place.

Roots & Shoots develops critical core competencies and compassion in young people, handing them the keys to become catalysts for change. Today, millions of current and former Roots & Shoots members are improving the lives of animals, people, and the environment we all share.

At a time when many youth are looking to drive change, we provide the tools they need to take action. Our model guides young people through observing their community needs and empowering them to tackle the problems that they care about most. In the process, they develop the skills they need to solve larger issues in the future and make better choices for our planet.

A study by the University of Mississippi found that participation with Roots & Shoots predicted a passion for civic action, a commitment to community service, strong leadership skills, and deep compassion.

Caitlin Kara *Roots & Shoots member, 1999-2016*

I am who I am today because of Roots & Shoots. It has empowered me with the belief that every individual matters, has a role to play, and makes a difference. I am an advocate for animal rights, a steward of the earth, and a proponent of human rights, specifically the rights of refugees.

A clear path to action and impact

The Roots & Shoots program gives young people a clear process for taking action and getting results as they:

- Identify challenges for people, animals and the environment in their own communities.
- Collaborate with community leaders and experts to develop a plan to address a specific need.
- Take action through youth-led projects and service campaigns to carry out their plan and address the need they identified.
- Take stock of their impact, celebrate what they accomplished, and apply what they learned to the next issue they decide to take on.

Through this process, young people develop the skills to become compassionate leaders, are engaged in the world around them and develop the behaviors and attitudes to be good stewards of the environment.

Sharing science-based conservation techniques

To help assess local needs, Roots & Shoots participants use community mapping, a hands-on tool used by leaders in chimpanzee-range countries for conservation planning in their own communities. Roots & Shoots groups head outside to explore their surroundings—both built and natural—making observations and identifying where they could make improvements. Based on their observations, they create a map of all the ways their community could be improved. Their Roots & Shoots community map serves them as a guide for developing a community-specific service campaign.



Tools and training for educators and mentors

With the guidance of an adult mentor or educator, the Roots & Shoots program model thrives within traditional classrooms, after-school programs, zoos, libraries, faith communities and anywhere else young people have the opportunity to work together.

Roots & Shoots provides support to both young people and their adult facilitators, who are often educators. For young people, we provide the model, tools and network to thrive as leaders in their communities and beyond. For their adult mentors, we offer online training on service learning and community mapping. We can also support educators' service learning campaigns and help them receive mini-grants from JGI.

Promoting youth leadership

Roots & Shoots members are becoming the informed generation of compassionate leaders that the world urgently needs. We help them gain the knowledge and confidence to be innovative stewards of the environment and grow into advocates and activists for a sustainable planet.

Exemplary Roots & Shoots youth who demonstrate strong leadership by making a measurable impact on their communities are invited to join the Roots & Shoots U.S. National Youth Leadership Council (NYLC). Members work as mentors and youth ambassadors to strengthen the Roots & Shoots network and create and lead special projects. NYLC members have been featured in Animal Planet documentaries, developed and implemented global conservation campaigns, participated in international leadership immersion trips to Africa and Central America, and represented Roots & Shoots at the United Nations.

Attachment B: Program Audience Segmentation

Our key audiences, in order of priority, are:

1. **Youth:** Young people who are motivated to take action on behalf of people, animals, and the environment should find the following on our site: 1) inspirational and encouraging stories about other youth with whom they can identify who are making a difference, 2) instructions for how they can join a group/campaign or start a group/campaign, 3) a network of peers that they feel a desire to join and with whom they can communicate about their work.
2. **Educators/adult mentors (brand ambassadors):** Teachers and adult mentors serve as brand ambassadors for Roots & Shoots. Much of the program's resources have been developed to 1) help teachers understand how the program works, 2) how to implement the program in their classrooms or other environment. Once they are trained, they bring the program into their classrooms and train young people. This is the Roots & Shoots model for scaling the program.
3. **Partners and Community collaborators:** Organizations looking to partner with Roots & Shoots to help both organizations reach their goals should find information on the site about how the program works and how they can collaborate with Roots & Shoots program staff and groups/members.
4. **Donors:** Individuals, decision-makers at foundations and corporate giving programs and others involved in the philanthropic process. This audience, mostly served by janegoodall.org, should be able to understand the strength and credibility of our overall strategy and the logic behind it while providing a sufficient level of specificity about specific projects to inspire them to give. This audience will be greatly served by receiving regular (and automated) updates about the program's activities and impacts.
5. **Administrators:** The Web platform should serve as a reference point for staff and an easy-to-use resource for staff to share when explaining our work. This audience will also be greatly served by receiving regular (and automated) updates about the program's activities and impacts.

Here are the organizations/programs among which the Roots & Shoots program operates:

Competitors:

- [DoSomething.org](#)
- [Green Schools Alliance](#)
- [National Youth Leadership Council](#)
- [Points of Light](#)
- [TakingITGlobal](#)
- [WE.org](#)
- [Youth Service America](#)

Peers:

- [Alliance For Climate Education](#)
- [Earth Protect](#)
- [Educators 4 Excellence](#)
- [Generation Earth](#)
- [generationOn](#)
- [Greening Forward](#)
- [Tree People](#)



Attachment C: What We Seek From A Vendor

The Jane Goodall Institute is a scrappy organization. We are a committed, hardworking and passionate. We all wear multiple hats. Consequently, we seek a vendor who is forward-thinking protective of our interests and brand, and proactive in taking our messaging to a more relatable, inspiring and motivating level for all young people but in particular, young people.

Our values are detailed below, and we look to work with a vendor who shares the same direction:

- We strive to respect, nourish and protect all living things; people, animals and the environment are all interconnected
- We believe that knowledge leads to understanding, and that understanding will encourage us to take action
- We believe that every individual has the ability to make a positive difference
- We believe that flexibility and open-mindedness are essential to enable us to respond to a changing world
- We require integrity and compassion in all that we do and say