

## **Request for Proposal – Digital Marketing Strategist**

The Vancouver Botanical Gardens Association (VBGA), a non-profit organization committed to connecting people to plants via participation in our programs and services, is seeking proposals from qualified marketing professionals to assist in increasing registration for our live online classes. We aim to enhance our reach and impact by engaging a skilled marketing partner to research, develop, and implement effective strategies for long-term growth.

### **Background:**

Since 2020, the VBGA has been offering live online classes on topics ranging from Botanical Art, Gardening & Design, Ecology & Botany, and People & Plants. While we have achieved moderate success in attracting participants, we recognize the need to expand our audience and increase registrations to maximize our impact and sustainability. We seek a marketing partner who can bring fresh insights, expertise, and creativity to this endeavor.

### **Objectives:**

1. Increase registration numbers for our live online classes.
2. Develop sustainable marketing processes for long-term growth.
3. Enhance brand visibility and recognition within our target audience.
4. Expand audience reach to improve impact and access to quality environmental education

### **Scope of Work:**

The selected vendor will be responsible for:

- Developing a marketing strategy tailored to reach and engage our target audience (primarily adult learners and teachers) effectively.
- Analyzing available data and making data-driven adjustments to current process to optimize results.
- Conducting market research and audience analysis if needed to identify target demographics and preferences.
- Creating and setting up scalable marketing processes and resources for use by the organization

**Proposal Submission Requirements:**

Interested parties are invited to submit proposals that include:

1. Contractor profile, including relevant experience in marketing and expertise in increasing registration for online education or related fields.
2. Proposed approach and methodology for achieving the stated objectives.
3. Examples of past work demonstrating successful marketing campaigns and outcomes.
4. Budget breakdown, including any potential additional costs or expenses.

**Timeline:**

Proposal Submission Deadline: March 15<sup>th</sup>

Evaluation and Selection of Vendor: March 29<sup>th</sup>

Project Kickoff: April 15<sup>th</sup>

The project must be completed by May 31<sup>st</sup>

**Budget:**

The VBGA has allocated a budget of \$2000 for this project, inclusive of all expenses. Proposals exceeding this budget may still be considered if they demonstrate exceptional value and potential for impact.

**Contact Information:**

For submissions, please send to:

Queeva Murray

Director of Marketing & Communications

Vancouver Botanical Gardens Association

[qmurray@vandusen.org](mailto:qmurray@vandusen.org)

**Evaluation Criteria:**

Proposals will be evaluated based on the following criteria:

1. Demonstrated experience and expertise in marketing for online education.
2. Clarity and feasibility of the proposed approach and methodology.
3. Alignment of proposed strategies with the stated objectives and requirements.
4. Strength of past work examples and case studies.
5. Cost-effectiveness and value proposition.

**Disclaimer:**

The VBGA reserves the right to reject any or all proposals received, to waive informalities, and to accept any proposal that is deemed most favorable to the organization's interests.

**Conclusion:**

We look forward to receiving innovative proposals from qualified marketing professionals or agencies who share our commitment to making a positive impact through education. Thank you for your interest in partnering with the Vancouver Botanical Gardens Association.