



## RAIN Request for Proposal Newsletter Production

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Request released: July 1, 2017  
Submissions Due: August 1, 2017

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### **RAIN Overview:**

The River Alert Information Network (RAIN) is a regional non-profit dedicated to source water protection. The network serves as an early warning spill detection system with 51 network members throughout the Upper Ohio River Basin and its tributaries. Our members are drinking water suppliers that recognize cleaner source water is easier to treat - ensuring safer consumers and lower costs. The RAIN network continues to grow towards its ultimate goal to provide water authorities, industry, and local communities real time data on the rivers' water quality.

### **Current Need:**

RAIN is looking for support in communicating its mission and activities with a growing readership. Over the last three years, the RAIN newsletter has adopted various incarnations. We initially had a five-page brochure that was released quarterly. This allowed for a thorough representation of relevant news, views, and happenings. This was produced exclusively in print form and then mailed to RAIN membership. We found this to be a cumbersome and costly process.

Around a year and a half ago, RAIN transitioned to a newsletter that was produced in a similar format but was made available exclusively on our website as a PDF. At the same time we produced a RAIN Highlights newsletter that was to be made available via email to our readership via Mailchimp. The Highlights

newsletter is a brief two-pager intended to be read quickly to properly utilize the time of our readers in communicating our efforts.

We have toyed with several versions and incarnations over the last several years and would like to consider other options.

Our current need is to promote a hybrid medium allowing us to grow our newsletter readership and to continue to effectively communicate our progress. We're open to creative ideas that will allow our organization to communicate across our current mediums –website, social media, and mass mailing.

The safety of our region's rivers is an important story and we'd like your help.

We will expect the future vendor be able to assist in the development of content, with collaboration provided by the RAIN team, and to promote our newsletter to increase readership and engagement.

**Proposal Direction:** Please submit a written proposal of a brief overview on your perspective and vision for RAIN's future communications needs.

**Qualifiers:**

Proposals will be judged on the following:

- Familiarity with RAIN and/or nonprofits
- Experience writing newsletters
- Occasional ability to attend events
- Adherence to timeline and budgetary concerns
- Creativity of proposal

**RFP Proposal and Timeline:** Proposals are to be completed and delivered via email to RAIN Program Manager, Tori Stone by 11:59pm August 1, 2017. Her email is [tori.rainmatters@gmail.com](mailto:tori.rainmatters@gmail.com).

**Budget:**

RAIN is a nonprofit with limited financial resources for this project. Please include your project costs with your response to this proposal.

**Contact:** For questions regarding this RFP, please contact Tori Stone at [tori.rainmatters@gmail.com](mailto:tori.rainmatters@gmail.com). To learn more about RAIN, please visit [rainmatters.org](http://rainmatters.org).