



**US Composting
Council®**

Request For Proposal
**Marketing Services for
National Compost Awareness
Campaign**

US Composting Council
PROPOSALS DUE: April 30, 2025

Organization, Committee and Program Background

About the U.S. Composting Council

The US Composting Council (USCC) is a national organization dedicated to the development, expansion, and promotion of the compost manufacturing industry. The USCC promotes best management practices, establishes standards, educates professionals and the public about the benefits of compost and compost utilization, enhances compost product quality, and develops training materials for compost manufacturers and markets for compost products. USCC members include compost manufacturers, marketers, equipment manufacturers, product suppliers, academic institutions, public agencies, nonprofit groups, and consulting/engineering firms. The USCC is a non-profit 501(c)(6) organization and is affiliated with the Composting Research & Education Foundation (CREF), a 501(c)(3) charitable foundation, which promotes public and private compost research and education activities.

About the Corporate Compost Leadership Council (CCLC)

Thank you to our [CCLC sponsors](#) Clif Bar, Rubicon, and Chick-fil-A for their generous donation to this cause(campaign, not cause).

The US Composting Council is pleased to have the support of these companies who, through contributions of time, talent and financial support, are helping USCC and the U.S. “move the needle” on:

- Closing gaps in compost infrastructure, including assisting in legislative, policy and education initiatives with a goal of increasing the number of commercial compost facilities in underserved areas
- Providing advice and counsel regarding compostability issues around brand name product packaging by building closer relationships with compost manufacturers and compostable products companies

Marketing Services Project Overview

The USCC is seeking to contract a marketing agency to develop a creative campaign plan to support our mission: advancing organics recycling to benefit our members, society, and the environment. The goal of this campaign is to increase composting adoption among Millennials and Gen Z. The campaign will focus on driving awareness, providing education, and empowering individuals to “get started” composting with practical tools and resources.

The main agency deliverables for this project include: core concept, campaign strategy, messaging, visual language graphic*, and slogan / tagline to drive home the concept that *composting is important, easy and accessible to everyone*. We are also seeking recommendations about audience targeting, campaign platforms (organic/paid), - metrics, and KPIs..

Beyond these campaign strategy deliverables, we would like visual assets to aid in fundraising efforts(e.g. social media ideas, video storyboards, website wireframes). If funding is secured, there is (potential) to expand the agency work into a second, activation phase for the campaign (summer/fall 2025).

Success is: trackable behavior change, more people composting

How do we get there?

- **Awareness:** Help people understand compost as a concept, process, service and product. Contextualize compost within the broader sustainability/resiliency conversation and outline the benefits in layman’s terms.
- **Education:** Help people understand the compost basics – how it is made, how you can use it, different methods for composting, what composting option is best/easiest for them, and how compost can positively impact them personally and their greater community (recommend stronger language - ‘climate change’.
- **Removing barriers:** Break down misconceptions (e.g. does not have to be gross or stinky) and perceived barriers (e.g. no commercial pick up service) to composting. Everyone can compost in big or small ways.
- **Enabling that first step:** Provide tools (e.g. a directory of composting services by zip code) or resources (e.g. guide to composting in an apartment/yard)
- NOTE: We are working under the assumption that once people start composting, they wont stop. [[USCC SURVEY](#)]
- **Make it fun!** We would like to consider campaign features that encourage organic social sharing (e.g. the ALS “Ice Bucket Challenge”)

* Visual language, a brand for compost like the Click it or Ticket campaign. A catchy name slogan like Diamonds are Forever. Ranger Rick... The National Forest Service has Smokey the Bear. "Got Milk?" drove millions of 90's kids to drink more milk. Just this year Dove flipped the narrative on beauty.

(Target Audience)

We are not trying to convert people who do not want to compost. People who are “eco minded” are compost curious and in need of resources to help move forward with a more sustainable mindset. Social media savvy, digital natives capable of utilizing and accessing the platform.

Which socioeconomic factors to include? Do we narrow this to urban areas initially, or segment messaging to focus on rural vs urban options? The goal is to have people compost/divert in any way they can. Segmented messaging could include diverse socioeconomic indicators, dependant upon scope of work.

(Further defined by marketing firm)

Who are we looking to target with the final campaign and what do we want them to do?

Target

1. People who already have some sort of access to compost
2. Individuals who are both familiar and not familiar with compost
3. Generation Z – born 1995 - 2012, Millennials – born 1980-1994

Action Taken

1. Increased awareness of what compost is as a process, a product, and a solution to many of the worlds problems
2. Start diverting their organic material from the trash to compost

To reach this goal, the US Composting Council is now accepting proposals in response to this Request for Proposal.

Response to this RFP

1. Proposal to include:
 - a. Agency credentials for sustainability and/or nonprofit marketing work
 - b. High level creative ideas in response to RFP
 - c. Examples of past work on national campaigns
 - d. Three references from past work with at least one of them being a nonprofit that your agency has worked with in the last 2 years
 - e. Pricing and Payment Schedule
 - f. Clarification questions for USCC

Campaign Plan Deliverables to Include (Scope of Work)

1. Phase I: Core Campaign Plan (June-August 2025)

- a. Campaign strategy
- b. Audience profiles and prioritization recommendations (regions, age range etc)
- c. Messaging (by target audience)
 - i. Underserved communities
- d. Platform recommendations (what channels should we use, organic and paid)
- e. Both the Slogan and a Symbol, a visual brand for compost Awareness, Education, Removal of barriers and enabling the first step.
- f. Social Media Campaign Graphics for Compost Education (package of assets, ad spend not included in RFP budget)
- g. Recommended metrics for reporting
- h. Recommend a prioritization of potential regions of target. Outline a plan for a phased approach to releasing this campaign.
- i. Campaign assets to support USCC fundraising efforts (for Phase II)
 - i. Visual inspiration
 - ii. Storyboard for video assets (for advertising or education)
 - iii. A mockup of a “Find your Compost fit” - website and supporting graphics - could develop the support materials
 - iv. Propose potential partnerships / influencers (Sesame Street, Leo, Kiss the Ground team)

2. Phase II: Campaign Activation (potential, pending funding, August-November 2025):

- a. Implementation of the Phase I Campaign Plan in a nationwide, evidence-based marketing campaign
 - i. Collaboration with the USCC on campaign roll-out and management
 - ii. Detailed campaign ROI reporting

NOTE: Phase II agency budget not included in this RFP. Work to be scoped separately once funding is confirmed. Advertising and other hard costs not scoped as part of this RFP. Please list out pricing by deliverable in the event we need to choose items to meet our budget.

Term of Contract and Preliminary Schedule

USCC seeks to have the National Compost Awareness Campaign package completed by Summer 2025.

If this date needs to be adjusted, please include your readjusted proposed date, as well as reasoning for shifting the schedule. All proposed date changes will be considered and discussed.

Proposal Requirements

1. Consultant Information: The proposer shall provide name, address, a description of the firms' work and experience of any personnel working on the project.
2. References: The proposer shall provide the names, email address and phones of three references who have received similar services from the proposer.
3. Project Approach - Work Plan: Outline the proposed approach, methodology and strategies to be used; name of staff performing the tasks and hours required to complete the tasks. Follow with a presentation and interview.

Budget

- Approval has been given to proceed with this project.
- A competitive price will be a determining factor in selection of the contractor for this project.
- A cost proposal addressing the elements of the work to be performed should be submitted and include a "not to exceed" price of \$25,000.
- This project may fall into a pro bono category of work for your agency. In kind contributions related to the final campaign. Additionally, if funding is secured, your work will be featured in a nationwide campaign.

Marketing Firm Qualifications

We appreciate your company's assistance and look forward to learning more about the professional services you offer. In considering the best fit and ultimate hire, the USCC and national campaign committee members will evaluate proposals based on the following criteria:

1. Relevant experience providing successful marketing campaigns.
2. Experience developing and producing cohesive messaging and branding for different stakeholders, to further the brand.
3. Ability to provide examples of previous successes that have been developed and implemented in comparable organizations of size and scope and industry related (i.e., environmental, agriculture, landscape).
4. Staff, managerial, and fiscal resources to complete all elements of the project in the accorded timeline.
5. Responsiveness and answers to questions in the next section.

RFP Evaluation

The proposals will be evaluated based on the following criteria.

- (30%) Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- (10%) Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- (50%) Value/Pricing Structure and Price Quote – The price is commensurate with the value offered by the proposer. As a non-profit institution, the USCC is able to accept pro bono service and recognize the provider to the full extent allowed by the Internal Revenue Service, including naming the proposer within the Web site and other value added recognition as a USCC supporter and partner.
- (10%) Proposal Presentation – The information is presented in a clear, logical manner.

Questions to Answer to Be Considered

1. Does your firm have experience in working with nonprofits?
2. Has your firm created content that has been used on a national stage to raise awareness on a social or environmental issue?

RFP Submission

- 1.) Proposals are due by midnight EST, April 30, 2025.
- 2.) If you are interested in submitting a proposal, please inform Eric Hudiburg Director of Marketing and Communications, US Composting Council: ehudiburg@compostingcouncil.org by April 21st, 2025.
- 3.) Please submit **digital** proposal to:

Eric Hudiburg, Director of Marketing and Communications, US Composting Council: ehudiburg@compostingcouncil.org

And Copy

Linda Norris Waldt, Deputy Director, US Composting Council: lnorriswaldt@compostingcouncil.org