

# GREEN-WOOD

## Request for Proposals (RFP)

### Nearly 200-Year-Old Cemetery Seeking 21st-Century Creative Consultant

Founded in 1838, Green-Wood is a National Historic Landmark, accredited arboretum, active cemetery, and cultural institution in Brooklyn, New York. Through preservation, education, public programming, environmental stewardship, and community engagement, Green-Wood serves hundreds of thousands of visitors annually while continuing its historic mission of memorialization and remembrance.

As Green-Wood enters a new chapter of growth and leadership, we seek a strategic communications partner to help define, unify, and amplify our institutional voice. Green-Wood welcomes proposals from firms that can help tell a bold, compelling story about the future of one of New York City's most distinctive and historic institutions.

### Purpose of the RFP

Green-Wood seeks proposals from qualified firms to support the launch of its upcoming **Strategic Plan**. In fall 2026, Green-Wood will publicly launch a new set of strategic initiatives that will guide the institution's future growth and impact. These initiatives are organized around Green-Wood's four core pillars, **Climate, Community, Cemetery, Culture**. Green-Wood seeks a partner that can translate these priorities into a compelling public narrative that resonates with donors, foundations, policymakers, media, and the broader public.<sup>1</sup>

### Project Goals

#### Strengthening Institutional Position

- Develop a compelling narrative about Green-Wood's future that attracts and resonates with a broader audience.
- Clearly articulate Green-Wood's leadership role across Climate, Community, Cemetery, and Culture.
- Create messaging that is accessible, memorable, and different.

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<sup>1</sup> Stay tuned – In the near term we are seeking a creative firm to support communications around the launch of our Strategic Plan, however in the long term we will be looking for a firm that can provide comprehensive creative communications services for all of Green-Wood's activities, from developing public-facing materials and promoting events to generating media opportunities.

## **Support Fundraising and Philanthropy**

- Develop communications that support fundraising and donor engagement.
- Create a persuasive case for support, explaining why Green-Wood's strategic initiatives matter and why investment is needed.
- Support foundation, institutional, and major donor outreach.

## **Enhance Visibility and Reputation**

- Generate awareness of Green-Wood's mission, accomplishments, and future vision.
- Increase earned media coverage and thought-leadership opportunities.
- Elevate Green-Wood leadership and subject-matter experts as public voices in preservation, culture, history, public space, and environmental stewardship.
- Create visibility around the launch of the Strategic Plan and related initiatives.

## **Create Organizational Alignment**

- Develop a messaging framework that can be used consistently across departments.
- Align donor communications, public relations, executive communications, and institutional storytelling.

### **Scope of Work**

#### **1. Develop Creative Catchy Communications Explaining Green-Wood's Strategic Initiatives**

- Develop a clear and compelling institutional narrative.
- Create messaging architecture and key message frameworks.
- Refine positioning for Green-Wood's strategic priorities and future vision.
- Develop a persuasive case for support for donors, foundations, and partners.

#### **2. Raise Green-Wood's Profile Using the Launch of the Strategic Plan**

- Develop and execute a launch communications strategy for the Strategic Plan.
- Develop donor-facing and stakeholder-facing materials.
- Craft foundation and institutional funding narratives.
- Produce creative, memorable, and visually compelling communications assets.
- Identify and pitch stories to media outlets.
- Develop social media content including reels and other short-form video.

#### **3. Help Leaders tell the Story**

- Draft op-eds, bylined articles, speeches, and talking points.
- Support stakeholder and partner communications.
- Provide strategic counsel on high-profile communications opportunities.

### **Desired Qualifications**

Green-Wood seeks a firm with:

- Strong visual storytelling and creative communications capabilities.

- Demonstrated success elevating the profile of nonprofit, cultural, educational, or mission-driven organizations.
- Experience integrating branding, fundraising communications, and public relations.
- Expertise in institutional positioning and narrative development.
- Strong capabilities in both social media and traditional media communications.
- Experience supporting executive leaders, boards, and fundraising initiatives.
- Ability to translate complex ideas into concise, compelling messages.

## **Proposal Requirements**

### **Firm Overview**

- Firm history and size
- Areas of expertise
- Team structure and key personnel

### **Relevant Experience**

- Comparable clients and engagements
- Examples of messaging, fundraising communications, branding, and public relations work
- Examples of communication strategies for launches of strategic plans, campaigns, or institutional initiatives
- Case studies demonstrating measurable outcomes

### **Proposed Approach**

- Discovery and assessment process
- Strategic methodology
- Recommended scope and phases of work
- Proposed timeline
- Examples of visual materials and creative work representative of the firm's capabilities

### **Budget**

- Fee structure
- Retainer and/or project-based pricing options
- Description of services included

### **References**

- Three client references

### **Submission**

- Submissions due by July 14, 2026
- Please send all material to Lisa Alpert, Senior Vice President of Development and External Relations at [lalpert@green-wood.com](mailto:lalpert@green-wood.com)