



Request for Proposals (RFP)

Rare is seeking a consultant or firm to provide public relations and communications support to place Rare thought leaders in media

May 2026

**Rare, Inc.
1310 N. Courthouse Road, Suite 110
Arlington, VA 22201
USA**

Introduction and Executive Summary

Introduction:

Award of the contract resulting from this RFP will be based upon the most responsive Vendor/Contractor whose offer will be the most advantageous to Rare, Inc. in terms of cost, functionality, and other factors as specified elsewhere in this RFP.

Vendor's proposal in response to this RFP will be incorporated into the final agreement between Rare, Inc. and the selected Vendor/Contractor. The suggested format for proposals is as shown below:

- Executive Summary
- Project Management Approach and Experience
- Detailed and Itemized Pricing/Budget
- Appendix 1: References (Three references for which you have performed similar work)
- Appendix 2: Project Team Staffing
- Appendix 3: Company Overview (if relevant)
- Appendix 4: Samples of similar assignments

Executive Summary:

Rare envisions a world in which billions of people in the world's most biodiverse and climate-vulnerable geographies thrive through increased community and ecosystem resilience. In pursuit of this vision, Rare launched a 2030 strategy to invest its resources, expertise, and creativity in community-led solutions that increase the resilience of people and nature.

One pillar of Rare's 2030 strategy is to "build Rare's visibility, influence, and financial strength, ensuring sustained organizational impact and resilience." Thought leadership is a vital pillar of the strategy. By providing thought leadership on key issues, our leaders will become trusted authorities shaping key conversations—and open doors to the partners and donors we need to achieve our vision.

In this RFP, Rare is looking for a firm or individual expert consultant to provide public relations and strategic communications support in identifying opportunities to place Rare thought leadership in articles, podcasts, panels, and other media opportunities to build our brand and elevate our people. **The firm or vendor's contract will run six months from the date of selection.**

Business Overview & Background

A. About Rare (www.rare.org)

Rare believes that the people living on the frontlines of climate change—fishers, farmers, local leaders, and others—are vital to any successful, long-term climate and conservation solutions.

That is why it is Rare’s mission to enable and support community-led conservation across the Global South—through people-centered policies, innovative finance, accessible tech, and behavior-centered design.

For 50 years, Rare has worked in thousands of communities in over 60 countries around the world to empower local leaders and communities with control over the natural resources that sustain them.

B. About Thought Leadership at Rare

Rare has a deep bench of leaders with expertise on these issues. This unique blend of expertise not only fuels our own work, but provides tools, experience, and proven solutions for philanthropists, public donors, private partners, and practitioners interested in building the climate resilience of communities across the Global South.

Our goal is to elevate our thought leaders and their calls for greater investment in, and support of community-led conservation as part of our 2030 strategy.

C. Rare Thought Leaders

Rare’s leaders for whom we are seeking opportunities include, but are not limited to, the following.

Brett Jenks CEO	Caleb McClennen, PhD President	Rocky Sanchez Tirona Managing Director Regional Programs
Kevin Green Senior Vice President Global Solutions/Center for Behavior & the Environment	Kate Schweigart Senior Vice President Innovative Finance	Monica Varela Vice President, Colombia
Diana Vasquez Vice President, Central America	Monique Galvão Vice President, Brazil	Atanasio Brito Vice President, Mozambique

Detailed Specifications

Rare seeks a firm or consultant to support the placement of Rare's thought leaders in media stories, podcasts, podiums, and other public forums.

The firm or consultant will leverage their own relationships, as well as Rare's. They will lead in the development of pitches but work collaboratively with Rare's communications team. They will proactively pitch targeted outlets in coordination with established strategy and parameters.

The firm/consultant will lead on:

- **Opportunity identification.** Developing a list of target events, reporters, opinion outlets, podcasts, substacks, etc.
- **Pitch development.** Crafting pitches based on information provided by Rare's communications team and conversations with Rare experts.
- **Tracking** of current and potential opportunities
- **Outreach** to reporters, outlets, and events.

Rare will lead on:

- Message guidance
- Access to experts
- Approvals

Pitching will be coordinated to ensure alignment with Rare's broader communications strategy. Beginning in June 2026, the firm or consultant will meet with Rare's communications team to identify priority issue areas, craft pitches, and devise an execution strategy.

Priority Audiences

- Philanthropic funders and foundations supporting conservation and climate adaptation
- Policymakers and multilaterals focused on building climate resilience in the Global South
- Private sector partners (finance, tech, etc.) invested in the blue economy
- Media including:
 - Financial outlets and reporters covering climate finance and insurance
 - Tech outlets covering artificial intelligence and its application in the Global South
 - Science outlets and reporters
 - Conservation and environmental outlets covering coastal oceans, regenerative agriculture, biodiversity, sustainable development
 - Podcast producers for shows focused on the above topics
 - Newsletters, substacks, and other niche media focused on the above topics

Metrics for Success

What does success look like?

- A regular cadence of pitches per month (typically 5-10) focusing on high-quality, top-tier or sector-leading media outlets
- 6-8 speaker submissions to major convenings (Climate Week, SXSW, Aspen Ideas, etc.) focused on priority interest areas, as well as.
- A weekly scan of relevant news and proactive identification of opportunities for rapid response (e.g., commentary, op-eds, expert quotes), with the goal of inserting Rare's perspectives into live conversations.

With the understanding that one can never promise placements and speaking opportunities, our goals are:

- Getting our thought leaders quoted in articles at top-tier and sector specific outlets
- Op-eds published in top-tier, agenda-setting publications
- Appearances on influential podcasts
- Speaking roles at major conferences

Rare prioritizes:

- Agenda-setting outlets and convenings
- Platforms that reach decision-makers (not just general audiences)
- Opportunities that position Rare leaders as originators of ideas, not just commentators

We value quality over quantity.

Deliverables

- Bi-weekly meeting to discuss opportunity pipeline (with ad hoc email communication within regular business hours)
- Media and event target lists (updated regularly)
- Pitch materials and outreach tracking
- Reporting on placements, outcomes, and learnings as they happen

Assumptions & Constraints

Vendors should include any costs in their budget that will be a part of regular project operations (telephone use, travel, etc.). The total project budget should reflect all costs associated with this work.

Terms and Conditions

This contract would begin immediately after hiring and would run for six months.

Selection Criteria/Evaluation Process

The firm or consultant should be an expert in media relations and communications and have established relationships with journalists, podcasts and show producers, and other relevant media platforms. The selected firm or consultant will have access to existing media lists but will also be expected to build their own list of media targets.

The firm or consultant would ideally have some experience in the conservation, environmental and/or development space and have worked on various aspects of sustainability, climate change, conservation, and ocean/marine conservation. The consultant must be excellent at communications, particularly in English, and excel in a dynamic entrepreneurial environment.

Submitted proposals will be evaluated on the following criteria listed (in no order of priority):

- Completion of all required proposal responses in the correct format.
- The extent to which vendor's proposed solution fulfills Rare's stated requirements
- An assessment of the vendor's ability to deliver the indicated service
- The vendor's stability, experience, and record of past performance
- Overall cost of vendor's proposal.

Rare may, at its discretion and without explanation to the prospective vendors, at any time choose to discontinue this RFP without obligation to such prospective vendors.

Budget

Rare's budget for this initiative is between \$30,000-\$50,000.

Submission Deadlines

All submissions for responding to this request must be submitted by email and delivered to our office, as stated below, no later than **May 15, 2026**. Submissions can be delivered electronically to media@rare.org.

Rare will contact those firms it would like to investigate further during the week of May 18 for interviews with a final decision made by **May 29, 2026**.