

Request for Proposals: Testing Different Event Frames to Successfully Reach Beyond the Choir

National Wildlife Federation seeks proposals to test the ability of innovative events to reach farmers not currently using conservation practices. Outreach communication strategies are a critically underexplored component of conservation efforts, in particular their effectiveness at reaching new audiences.

Framing is among the most powerful communication tools available to us. Framing refers to the concepts and ideas we use to present a topic. Frames help to bring certain emotions, attitudes, and experiences to the front of mind. By being intentional with the frames we use in our outreach efforts, we can match our information to the motivations of our intended audience. We can reset preconceived notions, present conservation as a solution to existing problems, and connect with deeply held values that support new approaches to agriculture.

We seek outreach teams that can develop outreach messages that address one or more of these communication frames in a real-world setting, such as at field days, workshops, demonstration events, or virtual meetings. NWF is interested in outreach that incorporate one or more of the frames below.



Event Frames:

- Risk management for weather (drought or flood)
- Solving problems
- Overlap of recreation and farming (ex. Fishing and farming)
- Religious values of sustainable farming
- Sustainability metrics in supply chain
- Legacy planning (leaving the farm better for your children)
- Community responsibility (contributing to the health and wellbeing of your community)
- Other frames expected to reach non-conservation adopting farmers or landowners

Application instructions continue on next page.



Outreach should include at least one event with one of the above frames. Events must take place in the **Mississippi River Basin**. Groups must be willing to work with NWF on evaluation for the event (such as assisting with pre-post surveys of participants, providing contact information for participants for follow up interviews).

Proposals should include brief descriptions of:

1. your target audience.
2. the shared values, attitudes, and motivations of the target audience.
3. the frame to be used for your event, as well as why it was chosen.
4. the event (include potential setting, partners, and other relevant details)

Budget: Proposals shall not exceed \$3,000 per event. Example budget items may include, but are not limited to advertising, materials, time, food, etc.

Groups may submit multiple proposals if interested. Please include a full project budget with the proposal.

Timeline: All events must be completed by December 31st, 2024.

All proposals and questions should be submitted to Cassidy Dellorto-Blackwell by **April 15, 2024**.
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