



REQUEST FOR PROPOSALS
Communications Contractor
March 11, 2026

SUMMARY:

The California Fire Safe Council is accepting proposals for a Communications Contractor to lead various communications, outreach, and media engagement initiatives. We invite you to submit a proposal by March 23rd, 2026 for consideration. A description of CFSC, the services needed, proposal requirements, and other pertinent information follows.

OVERVIEW:

The California Fire Safe Council (or "CFSC"), a nonprofit organization, is soliciting proposals for the services of a Communications Contractor (Contractor) to lead, manage, and support key deliverables, communications, outreach, and media efforts during the Chief Communications Officer's (CCO) parental leave (estimated to be a four-month period), as well as provide ongoing communications support in a more limited capacity upon the CCO's return on a month-to-month basis.

During the CCO's leave, the Contractor will function as the acting communications lead, ensuring continuity of communications operations, coordinating cross-departmental communications projects, and maintaining CFSC's communications production schedule and deliverables. The RFP details a broad scope of work, but not all services are expected to be completed on a recurring basis and will be dependent on organizational needs, priorities, and timing. This work includes email campaign creation and management, multi-format content creation, website updates, social media engagement, earned media support, and communications support for CFSC's Development, Programs/Grants, Policy, and other key initiatives.

Following the CCO's return, the Contractor may continue to provide ongoing communication support under the direction of the CCO to assist with specific communications initiatives and help expand CFSC's communications capacity.

Who We Are: CFSC was first established in 1993 as a project of the California Department of Forestry & Fire Protection (CAL FIRE) with the goal of streamlining the dissemination of state funding to community projects for wildfire prevention and mitigation. CFSC was incorporated as a California



nonprofit (501c3) in 2002 to continue administering funds to communities who need them most for wildfire resiliency in collaboration with our funding partners.

What We Do: CFSC, as a grant-funded agency, supports community-led efforts for wildfire prevention, mitigation, and resiliency across the state of California via funding, programmatic support, capacity building, training and technical assistance. CFSC's current programmatic focus areas are:

- Community Outreach & Education
- Capacity Building
- Planning & Preparedness
- Fuels Mitigation & Vegetative Management
- Evacuation Planning
- Defensible Space
- Home Hardening

PURPOSE:

CFSC seeks a qualified and experienced Communications Contractor (Contractor) to ensure continuity of communications operations and maintain progress on deliverables during the Chief Communication Officer's (CCO) parental leave.

During this period, the Contractor will serve as the acting Communications lead, coordinating communications activities across departments, managing the communications production schedule, and ensuring the communications deliverables remain aligned with organizational priorities.

With oversight by the Chief Development Officer, the Contractor will also provide day-to-day coordination and direction for the full-time Communications & Outreach Specialist to support communications deliverables and maintain quality and consistency across communications materials. This includes the need to manage and support various communications, outreach, media, and fundraising efforts, which will include, but not be limited to:

- Project Management
- Email Campaigns
- Social Media Management
- Website Updates
- Webinar Support
- Development/Fundraising Support



- Earned Media

The goal of the contract is to ensure CFSC maintains momentum across its external communications, fundraising initiatives, program communications, and policy engagement efforts.

TIMELINE & SCOPE OF WORK:

CFSC is seeking a Communications Contractor **beginning April 6th 2026** to lead communications during the Chief Communications Officer's (CCO) parental leave (CCO will be available through April 17th to onboard the Contractor). The duration of the engagement may vary depending on the timing and length of the leave, which is estimated to be **through June 2026**. Following the CCO's return, the Contractor may continue to provide ongoing communications support on a month-to-month basis. The budget for this extended engagement is dependent on organizational needs and available funding.

This RFP has a budget of **\$30,000.00** for the interim Communications Contractor during the CCO's period of leave, for the Scope of Work outlined below. The RFP details a broad scope of work, but not all services are expected to be completed on a recurring basis and will be dependent on organizational needs, priorities, and timing.

Scope of Work:

- **Communications Team Oversight:**
 - Provide day-to-day coordination and direction for the Communications & Outreach Specialist to support communication deliverables.
 - Assign and prioritize communication tasks to ensure timely completion of deliverables.
 - Review communications materials for quality, brand alignment, and messaging consistency.
 - Provide guidance on content development, design elements, and communications workflows.
 - Coordinate with internal teams across departments to ensure communication needs are clearly defined and incorporated into the communications production schedule.
 - Report to the Chief Development Officer and keep her abreast of key action items and support needed.



- **Project Management:**

- Manage CFSC’s communications productions schedule and ensure communication deliverables remain aligned with organizational priorities.
- Lead and prepare agendas for CFSC’s weekly cross-functional meeting to ensure Communications is aligned on key deliverables, timelines, goals, status updates, and strategy. The weekly cross-functional meeting is critical for the coordination between the Communications Department and CFSC’s Development, Grants/Programs, Policy/Advocacy, and GIS Teams.
- Track project status, coordinate internal approvals, and work collaboratively with internal teams across departments to ensure communications deliverables remain on schedule.
- The current project management tools are in Excel (production schedule) and Microsoft Forms (Project Brief) and the Contractor can continue using these systems/tools. A full list of calendared communications scheduled for the period while the CCO is out will be provided in the production schedule and “At a Glance” content calendar.
- Stay abreast and participate in occasional meetings with a digital donor acquisition consultant and managed by the CDO.

- **Content Creation:**

- Develop print-ready materials, including one-pagers, direct mailers, and other materials requested by the Grants/Programs and Development Teams.
- Develop content to support the website, email campaigns, and social media platforms.
- Work in partnership with internal teams to review and refine copy for fundraising campaigns and program communications.
- Set up 3-4 Zoom webinars and provide webinar technical support as requested, including support for the Fire Safe Business Directory Virtual Expo Series (scheduled for May 2026).

- **Email Campaigns:**

- Create e-newsletters and ad-hoc emails in support of organizational goals and strategy.



- Create and support email campaigns for the Development Team, including fundraising emails to individual donors and marketing campaigns for the Fire Safe Business Directory and Corporate Partner Program; stay abreast of bi-weekly email campaigns to donor prospects by an external consultant.
 - Create and support email campaigns for the Grants/Programs Team, including Notice of Funding Opportunities (NOFOs), Webinars, Office Hours, Success/Impact Stories, and grant-related communications.
 - Create visual assets (e.g. banners and other supporting visual assets) for email campaigns or oversee the Communications & Outreach Specialist in the development.
 - Ensure emails are reviewed and approved by the designated authority prior to scheduling send.
 - Maintain coordination of email campaigns with the production schedule.
- **Social Media:**
 - Create social media visual assets for each platform or oversee the Communications & Outreach Specialist in their development.
 - Write social media copy optimized for each platform or oversee and edit the Communications & Outreach Specialist's content.
 - Maintain an organized social media calendar aligned with CFSC's campaigns and communications priorities.
 - Create and support social campaigns for the Development Team, including fundraising, Fire Safe Business Directory, and Corporate Partner Program promotion; stay abreast of Meta digital donor acquisition campaign led by an external consultant.
 - Create and support social campaigns for the Grants/Programs Team, including NOFOs, Webinars, Office Hours, Success Stories, and any social communications required to support the Grants/Programs Team and meet grant deliverables.
 - Ensure socials are reviewed and approved by the designated authority prior to scheduling send.
 - Maintain an organized social media calendar through CFSC's production schedule aligned with CFSC's campaigns and communications priorities.
- **Website Updates:**
 - Ensure the website stays up-to-date by making direct edits or overseeing the Communications & Outreach Specialist.



- Create new webpages requested by the Grants/Programs, Development, GIS, and/or business team.
- Liaise with CFSC's web host and maintenance provider as needed.
- **Earned Media:**
 - Write press releases as needed or oversee their development.
 - Develop media pitches to support advocacy, organizational success stories, or other initiatives.
 - Create media target lists and conduct or oversee outreach efforts.
 - Lead or support pitch efforts.
 - Track inbound media requests and assist in coordinating interviews with CFSC spokesperson.
- **Policy & Advocacy Communications:**
 - Support communications related to CFSC's policy and advocacy initiatives, including legislative engagement and wildfire policy efforts.
 - Develop messaging, social media content, and communications materials supporting advocacy initiatives and legislative communications.
 - Coordinate with leadership to ensure policy-related messaging aligns with CFSC's communications strategy and organizational priorities.
- **Transition Support:**
 - Upon the Chief Communications Officer's return from leave, the Contractor will assist with transitioning the communications projects, documenting workflows, and providing status updates to ensure continuity of communications operations.

CONTRACTOR QUALIFICATIONS:

The Communications Contractor must have relevant and impactful experience in the following areas:

- **Professional Experience:**
 - 7-10 years in communications, outreach, public affairs, nonprofit communications, media relations and/or strategic communications roles.
 - Experience working within the natural resource management, wildfire, environmental, hazard mitigation, or similar fields.



- Experience managing communications calendars, production schedules, project briefs, and cross-departmental communication projects.
 - Experience supervising and directing communications staff or leading communications teams.
 - Experience supporting nonprofit fundraising campaigns and development communications.
 - Experience working with government agencies, nonprofits, community-based organizations, grant-funded programs, and collaborative partnerships.
 - Experience supporting policy or advocacy communications.
 - Ability to rapidly onboard into an existing communications operation and manage ongoing communication deliverables with minimal ramp-up time.
 - Ability to adapt to shifting project dynamics and work collaboratively with a program team to respond to evolving program needs.
- **Expertise in Multi-Format Content Creation:**
 - Demonstrated proficiency in developing engaging and informative multi-format content, including but not limited to brochures, pamphlets, newsletters, emails, social media posts, traditional media, press releases, webinars, and audio-visual materials.
 - Ability to transform complex information into visually appealing communications materials suitable for various audiences and platforms.
- **Website Management and Storytelling:**
 - Experience designing, updating, and maintaining websites, including proficiency with WordPress or comparable CMS platforms.
 - Proven ability to create compelling visual displays and content on websites, showcasing program activities, success stories, and impacts.
- **Media Engagement:**
 - Extensive experience in media engagement, including organizing and executing successful media campaigns, press releases, interviews, and cultivating relations with media outlets.
 - Knowledge of best practices in leveraging media to increase program visibility and impact.



- **Collaboration and Partnership Building:**

- Proven ability to collaborate with diverse stakeholders, including government agencies, nonprofit organizations, and community-based groups.
- Experience working in partnership with funding agencies and effectively communicating program outcomes to stakeholders.

KEY CONTACTS:

For more information you may require in preparation of your proposal, please contact:

Armin Mahramzadeh (Chief Communications Officer)

amahramzadeh@cafiresafecouncil.org

279-246-1751

RFP SUBMISSION REQUIREMENTS:

Interested Communications Contractors should submit the following information via email to amahramzadeh@cafiresafecouncil.org. CFSC especially encourages bids from small businesses, minority-owned firms, and women’s business enterprises.

1. A description of you/your team, including qualifications and biographies.
2. A description of your experience and expertise in providing services requested on the Scope of Work to similar organizations and agencies.
3. Budget—include itemized cost estimates for meeting the objectives aligned above, including information about any hourly rates and/or monthly service charge for the proposed contractor(s) (and sub-contractors, if relevant) and any applicable fees.
4. Timeline describing anticipated milestones.
5. Please provide a description and/or 2-3 work samples like those outlined in the Scope of Work.
6. On a separate sheet, please provide the names and contact info for three client references, preferably agencies or organizations for which you have recently provided similar services.

RFP SUBMISSION DEADLINE:

Proposals are due via email by EOD March 23rd, 2026 to Armin Mahramzadeh (Chief Communications Officer) at amahramzadeh@cafiresafecouncil.org.



RFP Evaluation Criteria:

CFSC will evaluate proposals based on the following criteria:

- Relevant experience and expertise in Communications Contract services
- Demonstrated success in working with nonprofit organizations in similar capacities
- Ability to provide the necessary services described in the scope of work and meet deliverables
- Reasonableness, clarity, and cost-effectiveness of proposed budget
- Design and clarity of the proposal
- Client references

We look forward to receiving your proposal.

Sincerely,

Armin Mahramzadeh
Chief Communications Officer
California Fire Safe Council
amahramzadeh@cafiresafecouncil.org
279-246-1751