



**PA WILDS CENTER**  
FOR ENTREPRENEURSHIP



**The PA Wilds Center for Entrepreneurship  
Leave No Trace Campaign Designer  
Request for Proposals**

**Summary**

The PA Wilds Center is looking to hire a juried professional level graphic designer from The Wilds Cooperative of PA (WCO) program to develop creative to be used as part of the PA Wilds Leave No Trace campaign, part of the PA Wilds Steward Program. These creative visuals will be used in a variety of advertisements and placements, including (but not limited to) digital, print and commercial uses ranging from social media to brochures, table tents and signage, to products and more. As part of this project, the selected graphic designer would be responsible for capturing or curating imagery and utilizing those to create original designs that reflect and promote the Leave No Trace Seven Principles developed for the Pennsylvania Wilds region. Contractor will develop a minimum of 20 unique designs, including a badge for participating partners. These designs must meet PA Wilds and Leave No Trace brand standards and be approved by PA Wilds Center prior to completion of this project. The final designs will be owned and utilized by the PA Wilds Center and relevant partners for ongoing campaigns pertinent to the regional Leave No Trace campaign.

**RFP Issued:** October 10, 2022

**Responses Due:** October 21, 2022 (COB – 5 p.m.)

**Notifications:** October 28, 2022

**Contract Period:** October 31 – December 23, 2022

**Final Draft Designs Due:** December 12, 2022

**Final Designs Due:** December 23, 2022

**Timeline:** Responses to the Request for Proposal are due by close of business (COB) October 21, 2022. The selected designer will be notified by October 28, 2022 and the contract period will take place between October 31 and December 23, 2022. Final creative will be due no later than December 23, 2022.

**Total Budget:** \$8,000.00

Send questions and proposals to: LaKeshia Knarr, Entrepreneurial Ecosystem Director, [lnarr@pawildscenter.org](mailto:lnarr@pawildscenter.org)

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**About Our Organization**

The PA Wilds Center for Entrepreneurship, Inc. (PA Wilds Center) is a 501(c)(3) nonprofit whose mission is to integrate conservation and economic development in a way that strengthens and inspires communities in the Pennsylvania Wilds.

Many local partners are involved in the effort to grow the region's nature and heritage tourism industry. The PA Wilds Center is the coordinating entity among these partners. The PA Wilds Center's work is sustained through program fees, philanthropic giving, government grants, and entrepreneurial activities related to the Pennsylvania Wilds brand.

The Pennsylvania Wilds, one of the state's 11 official tourism regions, is a large rural area that covers about a quarter of the Commonwealth and is home to about 4 percent of the state's population. The 12 1/2 –county landscape is known for its two million acres of public land -- more than Yellowstone National Park. It also boasts two National Wild & Scenic Rivers, the largest wild elk herd in the Northeast and some of the darkest skies in the country. It has a rich oil and lumber heritage.



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Promoting locally-made handcrafted products and tying them to the regional tourism brand and visitor experience has been a key focus of the Wilds work for 10 years. More than 375 creative entrepreneurs, including 200+ Juried Artisans, currently participate in The Wilds Cooperative program.

Learn more about the PA Wilds here: [www.pawildscenter.org](http://www.pawildscenter.org). Learn more about The Wilds Cooperative of PA here: [www.wildcsopa.org](http://www.wildcsopa.org). Learn more about stewardship in the PA Wilds at [www.pawilds.com/stewardship](http://www.pawilds.com/stewardship).

### **About Leave No Trace Tourism Partnerships**

Leave No Trace's state and regional tourism partnerships work to provide a consistent message of sustainable tourism to visitors in states and communities across the country. Tourism provides an excellent framework to teach and share Leave No Trace. Partnerships within state and regional tourism provide unique opportunities to expose outdoor visitors to Leave No Trace first while planning their visits and then at specific touch-points all throughout their trip.

The PA Wilds Center for Entrepreneurship and Leave No Trace are developing a partnership to promote sustainable tourism practices across the 13-county Pennsylvania Wilds region, which is explored by millions of visitors each year. Through this new partnership with Leave No Trace, the PA Wilds Center is dedicating even more focus on stewardship principles that will help people exploring the rural region do so more safely and with fewer environmental impacts.

Leave No Trace research shows that people form lasting connections with nature when they understand how to protect it. The partnership with PA Wilds Center will build a program that ensures both visitors and residents are equipped with Leave No Trace environmental and sustainability information and skills to use when they enjoy the iconic natural landscapes in the PA Wilds.

In addition to building out even more targeted messaging for visitors on its own platforms, PA Wilds Center is developing a PA Wilds Steward Program for members of the network it manages, The Wilds Cooperative of Pennsylvania, which currently includes over 400 businesses, nonprofits and communities. Through this associate partner program, members of the Wilds Cooperative (which is free to join) will gain access to branding tools and educational resources that they can utilize to help their own audiences understand the importance of practicing Leave No Trace while enjoying the PA Wilds. There will also be training opportunities for members as well as public lands managers in the PA Wilds.

Additional LNT Tourism Partnership information: <https://lnt.org/partnership/tourism/why-partner/>

Examples of effective messaging campaigns: <https://lnt.org/partnership/tourism/why-partner/assisting-tourism-partners-with-effective-messaging/>

### **Project Scope**

The PA Wilds Center is looking to hire a juried professional level graphic designer from The Wilds Cooperative of PA (WCO) program to develop creative to be used as part of the PA Wilds Leave No Trace campaign, part of the PA Wilds Steward Program.

The successful candidate for this contract must be a Juried Creative Maker within The Wilds Cooperative at the Professional Level. The candidate must have experience in graphic design and excellent time and project management skills.

The creative materials developed under this contract will be used in a variety of advertisements and placements, including (but not limited to) digital, print and commercial uses ranging from social media to brochures, table tents and signage, to products and more.



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As part of this project, the selected graphic designer is responsible for capturing or curating imagery to create original designs that reflect and promote the Leave No Trace Seven Principles developed for the Pennsylvania Wilds region. Contractor will develop a minimum of 20 unique designs, including a badge for participating partners. Other specific design needs will be discussed at the outset of the contract.

All designs must meet PA Wilds and Leave No Trace brand standards and be approved by PA Wilds Center prior to completion of this project. The final designs will be owned and utilized by the PA Wilds Center and relevant partners for ongoing campaigns pertinent to the regional Leave No Trace campaign. Contractor will provide all available file types for creative developed under this contract to PA Wilds Center for future updates and use.

### **Equipment Requirements**

Contractor must have all equipment needed to produce high quality graphic designs for print and digital use. Contractor must have required insurances.

### **Proposal Requirements**

Please submit your proposal in pdf format to LaKeshia Knarr, Entrepreneurial Ecosystem Director, by COB September 16, 2022. Files over 2MB should be sent using a Dropbox or similar file share method. Include the following in your proposal response:

- Cover Letter summarizing the following:
  - Your qualifications;
  - Why you joined The Wilds Cooperative and why this project speaks to you personally or professionally;
  - General description of your operation (freelancer, full time graphic designer, etc);
  - Your experience with developing materials for targeted marketing campaigns and your comfort level with outside-of-the-box creativity;
  - An overview of your marketing design experience.
- Proposed Work Plan summarizing the following:
  - How you would approach this project to ensure creative designs that meet the needs of stakeholders?
  - How you would allocate time in order to accomplish the project outcomes?
  - The equipment you would bring to bear on this project.
  - How would you allocate the \$8,000 budget?
- A minimum of 10 examples of your past marketing campaign design work.
- 3-5 references.

### **RFP & Project Timeline Details**

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Thank you for your interest in responding to this RFP. We look forward to your response.