PA Wilds Google AdWords Specialist
Campaign Management

Summary

PA Wilds Center is seeking proposals for individuals and/or firms who are familiar with managing these Google Ads on behalf of nonprofits for calendar year 2024. PA Wilds Center has been approved to receive Google AdWords Grants for Nonprofits and has implemented a successful Google AdWords campaign since 2021. This program permits PA Wilds Center to take advantage of up to $10,000/month in in-kind Google Ads to promote content on its platforms.

Timeline

RFP Issued: November 20, 2023
Responses Due: December 8, 2023 (COB – 5 PM)
Notifications: December 15, 2023
Contract Period: January 1 - December 31, 2024

Budget

$8,400/year

Contact

Send questions and proposals to: LaKeshia Knarr, Entrepreneurial Ecosystem Director, at
lknarr@pawildscenter.org

About the PA Wilds Center for Entrepreneurship, Inc.

The PA Wilds Center for Entrepreneurship, Inc., is a 501(c)3 nonprofit organization whose mission is to integrate conservation and economic development in a way that inspires the communities of the Pennsylvania Wilds. The Pennsylvania Wilds is a 13-county region that includes the counties of Cameron, Clarion, Clearfield, Clinton, Elk, Forest, Jefferson, Lycoming, McKean, Potter, Tioga, Warren, and northern Centre.

The PA Wilds Center leads Regional Planning and Partnerships to advance the strategy and Regional Marketing to promote the region's 2+ million acres of public lands as a premier outdoor recreation destination. These efforts seek to diversify local economies, inspire stewardship, attract investment, retain population and improve quality of life.

The PA Wilds Center's core programs seek to help regional businesses and organizations leverage the PA Wilds brand and connect with new market opportunities, including: the Wilds Cooperative of PA (WCO), a network of more than 575 place-based businesses and organizations; Sustainable Commerce, including the physical PA Wilds Conservation Shop and online PA Wilds Marketplace, which feature products sourced from the WCO; PA Wilds brand licensing.

For more information on the PA Wilds Center, visit www.PAWildsCenter.org. To learn more about the WCO, visit www.WildsCoPA.org. Explore the PA Wilds at www.PAWilds.com. Find regionally made products at www.ShopThePAWilds.com.

About the PA Wilds Regional Marketing Program
The PA Wilds Regional Marketing program focuses on telling the PA Wilds story, helping to uplift the region's rural communities while also driving digital and physical foot traffic to the region to support local businesses and inspire stewardship. It includes promoting the region and members of the Wilds Cooperative of PA network on PAWilds.com, the region's primary visitor website, as well as social media channels, newsletters and various events. PA Wilds Center also implements a $120K annual Google Ad Grant campaign that features both PAWilds.com and ShopThePAWilds.com, in addition to other specialized advertising.

Learn more at www.PAWildsCenter.org/programs-and-services/lifestyle-marketing/ and www.PAWilds.com.

Project Scope
PA Wilds Center was approved for a Google Ads for Nonprofits account in early 2021. PA Wilds Center's account has been successfully developed by a firm located outside of PA Wilds, and it includes a robust campaign setup that has reached the maximum spend on a monthly basis since its inception.

The account currently includes several campaigns related to content on PAWilds.com and ShopThePAWilds.com. Primary services required going forward include continual campaign maintenance, strategy review and updates, and management.

The selected contractor will:

- Manage PA Wilds Center's existing Google Ads for Nonprofits account;
- Help identify keywords to be used for campaigns and how the budget will be spent for greatest mission impact;
- Review approved PA Wilds websites to evaluate existing campaigns for possible improvements and provide content recommendations that would make Google Ad campaigns more successful;
- Work closely with PA Wilds Center team as new pages and content are added to ensure that traffic is flowing based on established goals and long-term objectives;
- Provide monthly reports that detail the campaigns and spends;
- Meet with PA Wilds Center team monthly to review campaigns and strategy; and
- Notify PA Wilds Center staff prior to completing any work that goes beyond the scope of this project or budget.

Equipment Requirements
The selected contractor must have basic tools / technology required to maintain Google AdWords campaigns (computer/laptop).

Proposal Requirements
Proposals should cover and/or include the following:
- Cover Letter summarizing:

- ○ 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); and
- ○ An overview of your Google AdWords for Nonprofits management experience.

- ● Proposed Work Plan summarizing:
  - ○ How you would approach this project to ensure you capture the various aspects of the event;
  - ○ How you would allocate time in order to accomplish the project outcomes; and
  - ○ The equipment you would bring to bear on this project.

- ● 3-5 references who can speak to your Google AdWords campaign management services.

Submission Instructions
Please submit your proposal in pdf format to LaKeshia Knarr, Entrepreneurial Ecosystem Director, by COB December 8, 2023, at lknarr@pawildscenter.org.

Files over 2MB should be sent using a Dropbox or similar file share method. Include the following in your proposal response.

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