



## Request for Proposal: [Cooper Center for Environmental Learning \(Camp Cooper\)](#)

### Position: Communications & Marketing Consultant

Overview: For more than 50 years, Cooper has been providing memorable overnight field trip experiences to the children of Southern Arizona. The Center is a partnership between the University of Arizona College of Education and Tucson Unified School District, and its programs focus on positive experiences in nature, ecological understandings, and inspiring participants to live in more environmentally friendly ways.

On behalf of the [University of Arizona College of Education](#), the [University of Arizona Foundation](#) is accepting proposals for a Communications and Marketing Consultant for the Cooper Center for Environmental Learning. Since 2015, the main sources of Cooper's funding have come from the community. For the Center to be successful into the future, it is critical that sustainable, long-term sources of funding be identified and cultivated.

The successful candidate will report to the Director of Cooper Center and work closely with the College of Education's Development Office. The budgeted amount for this project is \$17,000 plus a budget for materials.

#### The scope of work includes:

- Development of marketing materials for use with a variety of audiences including but not limited to Cooper Alumni, parents of program participants, donors, and interested community members and leaders. This includes case statements for operational, endowment, and facilities fundraising, brochures, pamphlets, and electronic materials.
- Enhancement and maintenance of on-line and electronic presence through the Cooper website, Facebook, Twitter, Constant Contact, and other avenues.
- Working with the Cooper Center Director to release a monthly newsletter using Constant Contact.
- Plan and execute special events on behalf of Cooper Center including facility tours, open houses, donor recognition, and education-based activities.
- Assist in development of a corporate fundraising plan and written case statements for potential donors.
- Draft stewardship letters, invitation letters, and other correspondence for current and potential donors, community leaders, business partners, etc.
- Research and draft corporate/foundation grant proposals in support of Cooper in coordination with the Development Office in the College of Education and the [University Development Programs \(UDP\) GIFT Center](#) for submission. Adherence with the University of Arizona Foundation's policies regarding prospect management is required.
- Assist the Director in working with the Cooper Development Advisory Group, a volunteer group that supports Cooper Center operations and fundraising.
- Using the Cooper Center Business Plan and Model as a guide for all activities.

Required Qualifications:

- Excellent written and verbal communication skills
- Design background
- Ability to multi-task and manage/prioritize multiple projects
- Self-drive and ability to work independently, as well as strong collaborative skills
- Prior successful grant writing experience
- Understanding of major gift fundraising, especially in Southern Arizona

Deliverables:

- Development and implementation of a comprehensive communications plan for Cooper Center
- Work with Director to complete monthly e-newsletters
- Average one grant submission per month of contracted work at a \$25K level or above
- Development and Production of Case Statements for Operations, Endowment, and Facilities Fundraising for all audiences.
- Creation and management of a spring event connected to programs and fundraising

---

**Please submit a Letter of Interest, resume, and three professional references to Cooper Center Director Colin Waite at [cwaite@email.arizona.edu](mailto:cwaite@email.arizona.edu) or by mail at Cooper Center for Environmental Learning, UA College of Education, PO Box 210069, Tucson, AZ 85721 no later than September 22<sup>nd</sup>, 2017. More information available at (520) 626-1825.**