



Communications Vendors Request for Qualifications

Purpose

The Bush Foundation is developing a list of qualified, potential communications vendors to provide communications expertise and support for a variety of projects and needs. Vendors would work with our staff members on discrete projects within specific timelines. We would refer to this list when work arises and use it to identify partners that are well-suited to the project so that we can have more specific conversations about capacity, timing and contract terms.

About the Bush Foundation

The Bush Foundation invests in great ideas and the people who power them in Minnesota, North Dakota, South Dakota and the 23 Native nations that share the same geography. Established in 1953 by 3M Executive Archibald Bush and his wife Edyth, the Foundation supports organizations and people to think bigger and think differently about what is possible in their communities. We work to inspire and support creative problem solving — within and across sectors — to make our region better for everyone.

Project Background

Communications is core to the Bush Foundation strategy and is all about having the most impact possible. We fund people and ideas. That means individuals and organizations can receive our grants, and that flexibility makes it all the more important for us to go beyond the usual channels so more people with big ideas can connect with us.

Our communications is at its best when we're connecting people to each other and their ideas. That means telling stories that inspire and spreading that inspiration to someone who is ready to grow their idea into even bigger action.

Through our communications, we aim to:

- Make sure people throughout the region know what we have to offer that might be useful to them and their communities, in ways that are friendly and easy to understand.

- Tell the stories of grantees and Fellows, in ways that advance their work while also inspiring others.

- Share lessons from grantees, Fellows and the Foundation's work, in ways that are useful to and can influence others in the region and/or in our field.

- Ensure the Foundation is accessible to and engaged with our key stakeholders, in ways that are open and transparent.

Vendor Pool

We're creating a pool of vendors to in order to help with future communication needs. Please note that we have existing partnerships that provide content and support for our overall website and bMag stories.

We are creating a list of these types of providers:

- Writers / editors:** This work involves one-time or specific projects, such as a [case study or learning paper](#), editing help or an assigned story. Please note that this does *not* include our bMag stories.

Graphic designers / illustrators: We use graphics in our storytelling, digital media channels and specific program needs or campaigns, and often need additional creative support.

Photographers / videographers: We use visuals to help convey an idea, message, grant program or campaign, and these might be published on our website, social media and newsletter channels. We also contract work for staff and board photos and events.

Digital content creators (e.g., social media, e-newsletters, blogs): This work includes specific content development or campaign implementation across our various digital channels. We are looking for vendors comfortable in a variety of digital platforms and creative in applying and developing content for them.

Eligibility

Strong preference is given to people and organizations in the region we serve.

How to Submit your Qualifications

There is not a deadline. We will be collecting submissions for an indefinite period of time. If you are interested in submitting your qualifications for potential future consideration, please [complete this form](#) and fill out and include a [Vendor Demographic Form](#) with your submission.

Questions? Please connect with us at communications@bushfoundation.org.