



Request for Proposals

Community-Based Social Marketing and Behavior Change Training

Nov. 12, 2025

Event	Time	Date
RFP issue date	5:00 p.m. Eastern	11/12/2025
Deadline for bidders to submit questions about this RFP	5:00 p.m. Eastern	11/24/2025
Proposal deadline	5:00 p.m. Eastern	12/12/2025
Anticipated notice of award	5:00 p.m. Eastern	12/18/2025
Anticipated contract begin date	N/A	1/03/2026

✓ Organizational Overview

The Michigan Recycling Coalition (MRC) fosters sustainability by leading, educating, and mobilizing business, government, nonprofit, and individuals to advance their own and collective resource use and recovery initiatives in Michigan. Through a Recycling Education & Outreach grant awarded to the MRC by the Region 5 U.S. Environmental Protection Agency, the MRC will work to level up education and outreach around sustainable materials management in Michigan, empowering communities with tools they need to enhance local education programming to grow informed programming and participation in local services.

✓ Proposal Delivery Instructions and Contact Information

Proposals should be addressed to Katie Fournier and be delivered via email to kfournier@michiganrecycles.org. Or visit <https://michiganrecycles.org/work-with-us/>

✓ Project Goals

The Michigan Recycling Coalition is seeking proposals from a social marketing and/or behavior change-based expert(s) to provide a comprehensive training opportunity for Michigan-based organic and inorganic recycling professionals on behavior change messaging rooted in community-based social marketing principles. The proposal shall include a plan to provide individual consultation with four select communities that represent a range of sizes and compositions to develop messaging that can serve as content and examples for future community-based social marketing centered recycling education campaigns.

The training will be made available to recycling professionals in communities throughout the state to support the development of messages or initiatives that elicit recycling-supportive behavior. Resulting outreach will target desirable and/or undesirable recycling behaviors and provide guidance on developing a targeted and community-specific education and outreach behavior strategy.

The goals are to:

- Deliver a training that provides background about behavior-change and social marketing, demonstrates its use, and supports local development of strategies to achieve sustained behavior change for targeted behaviors.
- Provide a framework for researching and identifying unwanted behaviors, and developing outreach strategies to address those behaviors. Strategies must utilize community-specific data and information to allow participants to create plans that are tailored to their communities' unique attitudes and barriers.
- Provide participants with the means to identify and measure outcomes of applied community-based social marketing strategies through activities such as, use of peer-to-peer learning and engagement of trusted community leaders, groups, and stakeholders.
- Provide selected communities with individualized consultation in which participants will receive assistance in developing potential local community-based social marketing strategies and plans.

✓ Target Audience

This training will be open to businesses, municipal government employees, nonprofits, and professionals across the Michigan recycling industry. Opportunities for reduced cost and/or travel stipends will be available to local government employees that serve areas that meet one or more burden

thresholds as identified by the Climate and Economic Justice Screening tool (CEJST.)

✓ Project Deliverables and Specifications

Deliverable	Deliverables Type	Timing	Details
Behavior Change Training	Training	March 2026	Initial training to 40–90 attendees that will introduce the concept of community-based social marketing and increase awareness of how to select behaviors, implement, pilot test, and collect data on behavior change strategies. The training will also explore current behavior trends related to recycling, helping participants understand the factors that influence recycling participation and contamination. Attendees will learn how to apply available data and insights from these trends to design, test, and refine effective outreach and engagement strategies that promote lasting recycling behavior change.
3-4 Meetings with Small Groups	Consulting	March-Sept 2026	Within 6 months of attending the introductory training, four teams will be selected to work directly with the consultant to further develop strategies, messaging, and an outreach plan. Teams will be chosen to represent different types of communities, resulting in messaging and strategies that can be used by other communities facing similar challenges.

✓ Project Requirements

The selected candidate/contractor will enter a contractual agreement with the Michigan Recycling Coalition. Activities related to the delivery of training will be reported to the EPA. As a subcontractor, a breakdown of activities, deliverables, time spent, and exact pricing for online or print collateral will be required. The Michigan Recycling Coalition will be responsible for setting a date for the training, pricing for registration, and attracting participants. Impact and outcomes of the training will need to be demonstrated using outputs and outcomes.

✓ Roles and Responsibilities

Task/Area	Michigan Recycling Coalition (MRC)	Contractor
Event Planning and Logistics	- Select and secure training venue - Manage event registration and payment system - Coordinate promotion, outreach, and communications to potential attendees - Arrange food, beverage, and on-site logistics	- Provide event agenda, presentation needs, and AV requirements to MRC - Communicate any setup or technical needs for the workshop
Training Content and Delivery	- (TBD) Option to co-facilitate or support facilitation of community-based social marketing (CBSM) content during the workshop - Ensure alignment with MRC's project goals and EPA grant requirements	- Lead design and delivery of the full CBSM training - Develop all training materials, presentations, handouts, and digital or print collateral - Deliver engaging, accessible instruction tailored to Michigan's recycling context
Participant Engagement	- Promote participation across recycling networks and partner organizations - Serve as point of contact for participant questions and registration - Collect participant information for follow-up reporting	- Facilitate interactive sessions and group discussions
Consultations with Selected Communities	- Select 3–4 participating communities representing a variety of sizes and demographics - Coordinate scheduling and communications between selected communities and contractor	- Lead 3–4 consultation sessions with selected communities - Provide customized guidance on developing and applying CBSM messaging and outreach strategies

✓ Budget

The maximum price range for Deliverable 1: Community-based social marketing training is \$20,000-\$30,000 and the maximum price range for Deliverable 2: 3-4 Meetings and consulting with Small Groups is \$24,500. The total Project Budget is \$54,500.

✓ Proposal Format

Please include in your RFP:

- A description/summary of your training proposal and all supplemental materials that will be provided to participants.
- A detailed outline of training agenda
- Strategies for measuring impact of training
- Budget and cost breakdown per deliverable
- Staff roles and responsibilities including tasks and timeline chart
- An outline of how you will work with individual communities on developing community-based social marketing education strategies
- Completed Vendor Questionnaire (see pgs, 4-6 of this RFP)

✓ Anti-Discrimination Policy

The Michigan Recycling Coalition does not and shall not discriminate on the basis of race, color, religion, gender, gender expression, age, national origin, disability, marital status, sexual orientation, or military status, in any of its activities or operations. We are committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers, subcontractors, vendors, and clients. We strongly encourage women and minority-owned businesses to apply.

VENDOR QUESTIONNAIRE

Provide a detailed response to each question. "You" and "company" refers to the bidder.

Information Sought	Bidder Response
1. Contact Information	
Bidder's sole contact person during the RFP process. Include name, title, email, and phone number.	
Person authorized to receive and sign a resulting contract. Include name, title, email, phone number.	
2. Company Background Information	
Legal business name and address. Include business entity designation, e.g., sole proprietor, Inc., LLC, or LLP.	
What state was the company formed in?	
Phone number	
Website address	
Number of years in business and number of employees	
Legal business name and address of parent company, if any	
Has bidder ever been debarred, suspended, or disqualified from bidding or contracting with any entity? If yes, provide the date, the entity, and details about the situation.	////
Within the last 5 years, has your company or any of its related business entities defaulted on a contract or had a contract terminated for cause? If yes, provide the date, contracting entity, type of contract, and details about the termination or default.	
3. Prior Experience	
Describe at least 3 relevant experiences from the last 5 years supporting your ability to successfully manage a contract of similar size and scope for the work described in this RFP.	
Experience 1	
Company name Contact name Contact phone Contact email	
City State Zip	

1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Dollar value	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	
Results obtained	
Experience 2	
Company name Contact name Contact phone Contact email	
City State Zip	
1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Dollar value	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	
Results obtained	
Experience 3	
Company name Contact name Contact phone Contact email	
City State Zip	

1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Dollar value	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	
Results obtained	