

**The National Trust for Historic Preservation  
Route 66 Advocacy Campaign  
Call for Proposals and Statements of Qualifications  
DUE DATE: May 25, 2018**

**Submit to:**

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**EXECUTIVE SUMMARY**

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The National Trust for Historic Preservation is seeking proposals and statements of qualifications from public relations consultants and agencies that are interested, experienced and knowledgeable in supporting advocacy campaigns with media relations and editorial. The National Trust is launching a national campaign to celebrate the historic sites along Route 66 and advocate for a national designation to encourage economic revitalization along the historic highway. We are seeking a consultant to support public relations activities on a project basis. The right practitioner/agency will have strong media relations and advocacy experience, and ties to media in major markets from Southern California to the Midwest.

Our objective is to bring national public awareness to the significance of Route 66 and to build advocacy support for Congress to designate the historic highway a National Historic Trail.

**Budget:** \$8,000

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**ROUTE 66 AND PROJECT DESCRIPTION**

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Route 66 provided a vital transportation corridor connecting the Midwest with southern California. Commissioned from 1926-1985, it was the shortest, best-weather highway across the nation. A cross section of urban areas, panoramic scenery, tribal lands, and small rural towns, Route 66 travels more than 2,400 miles through 300 communities that more than 5.5 million Americans call home.

The campaign would weave together several main strategies: public outreach and engagement, online advocacy and media relations. From July 2 to August 3, 2018, the campaign will feature a road trip from Chicago to Los Angeles. In cooperation with media partner National Geographic, National Trust staff and a team of volunteers will gather information and images of the historic places and their significance along Route 66. Through interactive storytelling and a full slate of roadside engagement events, this trip across the country will build grassroots support for the historic trail designation and offer a passenger-side view of the people, places and stories that make it an icon of the American landscape.

***Online Engagement***

The National Trust's digital and social media team will launch an online petition and share content that explains the threat to Route 66 and promotes advocacy to preserve it. These resources, media placements and new developments in the advocacy effort will be promoted through the National Trust and partners' social media channels (Twitter, Facebook, Saving Places blog, e-alerts and newsletters).

### ***On-The-Ground Outreach & Engagement***

The National Trust's marketing campaigns team will lead on-the-ground outreach to the communities along Route 66 most affected by its decline. This will include staffing community events, attending local meetings, and activating local partners. This strategy is designed to drive advocacy and to show the grassroots energy of the campaign that can be amplified in other media.

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## **PUBLIC RELATIONS / MARKETING NEEDS**

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### **Media Relations Activities**

The successful consultant will support the Trust's campaign with earned media coverage that asserts a preservation advocacy message and the historic importance of the highway to help drive advocacy.

A drumbeat of media coverage will help drive attendance at local events, generate web traffic to campaign website and amplify the preservation message.

### **PR Scope of Work**

The agency will support Trust staff in several aspects of the campaign. A scope of work would include:

- Strategic message development and local advocacy support in response to major project developments.
- Strategic counsel for media relations and campaign execution in local markets.
- Draft op-eds and other press communications.
- Placement of media stories, op-eds and editorials in local, regional and national press, including broadcast media and online news outlets.
- Participate on weekly planning calls with National Trust staff.
- Coordinate with the National Trust's consultants working on overlapping initiatives.

### **Key Dates for Agency Selection:**

**Friday, May 25:** Statement of qualifications and proposals due from agencies.

**Thursday, May 31:** National Trust available for agency to join call to discuss proposals and answer questions about the campaign.

**Monday, June 4:** National Trust to alert all agencies whether or not they have been selected.

**Friday, June 22:** National Trust to finalize contract and begin work with agency.

The submission should include the following information:

- Applicable case studies outlining experience preparing media relations and advocacy campaign plans for outreach to the general public.
- Relevant experience promoting and executing on-the-ground and online engagement campaigns with positive results.
- Client references for similar activities.
- A proposal of how the agency would carry out the earned media component of the campaign.