



PHILANTHROPIC COMMUNICATIONS REFRESH

About Climate Breakthrough

We are a funding intermediary organization that aims to make an outsized impact on resolving the climate crisis through our global philanthropy.

We mobilize philanthropic capital from funders through our program—the Climate Breakthrough Award—to identify and support visionary strategists to develop, launch, and scale their boldest new initiatives for policy, economic, and social transformation to address the climate crisis.

The program provides multimillion-dollar, multiyear, flexible, non-directive funding along with other capacity-building resources. The program’s model draws from two distinct traditions: the large-scale innovation focus of institutions like DARPA and ARPA-E, and the nimble, entrepreneurial spirit of venture capital— applied to policy, economic, and social transformation.

The opportunity

This year marks our program’s 10th anniversary and we’re entering our next chapter.

We’re seeking a communications firm to collaborate with us on a strategic philanthropic communications refresh. This will be a pivotal repositioning that helps us define how Climate Breakthrough shows up and the unique role we play in the field, and how we engage externally with the clarity and confidence we’ve built over the last ten years.

Our philanthropic communications needs to work across multiple sophisticated audiences: philanthropic funders, prospective grantees, peers in the climate and philanthropy ecosystem, and media. The selected firm will not be starting from scratch, but will inherit substantive internal thinking and be expected to elevate, pressure-test, and build on it.

Deliverables

1. Strategy and messaging

- a. Refresh our brand guide that establishes our updated organizational voice and messaging principles for our new chapter
- b. Develop audience-segmented messaging frameworks for each of our key audiences
- c. Refine how Climate Breakthrough describes our work and theory of change, producing language that is consistent and deployable across all materials

2. Collateral and copy

- a. Design and produce updated versions of sharable public documents, including one- and two-pagers for multiple audiences
- b. Develop fundraising pitch materials to support active funder engagements
- c. Audit and revise existing website copy to align with the new messaging framework, including recommendations for content restructuring
- d. Write an FAQ document with clear, concise, audience-appropriate responses to common questions from major stakeholders

3. Training

- a. Design and deliver a philanthropy communications training for Climate Breakthrough staff, grounded in the refreshed messaging framework
- b. Design and deliver a philanthropy communications training for board members that equips them to speak consistently about our value proposition

4. Implementation

- a. Develop a multi-year communications roadmap covering how we maintain messaging consistency internally and how we build a more prominent presence in the climate philanthropy discourse.

Who we're looking for

The right firm will be a strategic partner first and a production partner second. We're looking for a firm that can help us elevate our positioning, challenge our assumptions, and bring outside perspective. This is more than a copy refresh. Because of that, we expect senior people on this account throughout the project.

Equally important, you have to demonstrate fluency in the worlds our audiences inhabit: global philanthropy, fundraising, and high-impact climate action. Generic nonprofit communications experience is not sufficient.



Working with us

Our Senior Manager of Communications & Engagement will serve as the primary point of contact for this project. Day-to-day work will involve a small senior team.

The selected firm should be able to work within US time zones, with availability across Eastern and Pacific hours given our team's distribution.

Existing strategy documents and brand assets will be shared with the selected firm prior to kickoff, pending contract completion.

Budget

We anticipate this project running from late August 2026 through February 2027. The budget range is \$40,000-\$50,000, flat fee. This amount covers all deliverables in the scope.

We welcome proposals that make a clear case for value within this range and are transparent about any assumptions that affect it.

Proposal requirements

Please submit a proposal of no more than 10 pages (excluding work samples) that addresses the following:

1. **Organizational overview:** brief overview of your firm and who would lead and staff this project, your firm's relevant focus areas and how this project fits your practice
2. **Relevant experience:** 2-3 case studies of comparable projects: messaging and positioning for philanthropic organizations, specific examples of funder communications work, and examples of communications training delivered to organizational staff or boards
3. **Approach and methodology:** your proposed approach to discovery, strategy development, and delivery across the deliverables
4. **Budget:** your fully-loaded budget broken out by workstreams or phase, and any assumptions that significantly affect cost
5. **References:** 2-3 client references from comparable projects, with a brief description of your role



Submission

Submit your proposal as a single PDF to Tony Bricktua, Senior Manager of Communications & Engagement, at *tony(at)climatebreakthrough(dot)org* by EOD on July 3.

Subject line: RFP CB Philanthropic Communications (your firm name)

Projected Timeline

This timeline may be adjusted based on circumstances.

Date	Milestone
June 12	RFP issued
July 3	Proposals due
July 5-10	Internal review of proposals
July 15-17	Finalist conversations
July 20–August 14	Selection and contract completion
August 28	Project begins
February/March 2027	Project completes

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