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Request for Proposals: Media Services (2027)

The West Virginia Community Development Hub is seeking proposals from communications and media professionals or firms interested in partnering with our organization throughout 2027 with an option to extend. As we prepare for The Hub's 20th Anniversary in 2028, we are looking to build a collaborative relationship with a partner who can help elevate our storytelling, expand our communications capacity, and support our long-term visibility.

We are intentionally keeping this request flexible. Rather than prescribing a fixed scope of work, we are interested in learning about your services, approach, and recommendations for how you would support an organization like ours.

Background

Established in 2009, The West Virginia Community Development Hub ("The Hub") has led West Virginia's community development field for 17 years, working alongside rural communities to strengthen local leadership, build partnerships, and advance community-driven economic development projects. Anchored by the belief that residents are the experts in their communities, The Hub equips local leaders with the skills, relationships, and resources needed to envision and implement positive change. In our role as a regional intermediary, The Hub connects community leaders, local governments, nonprofits, and economic development partners across West Virginia and Central Appalachia to reduce barriers to investment and opportunity. Since its founding, The Hub has supported more than 100 communities across seven states, helping them each to chart a unique path toward locally-driven economic development and leverage more than \$80 million in funding for projects.

Scope of Work

The selected individual or institution will provide the following services:

- Social media content creation (short form videos)
- Graphic design
- Video production
- Photography (optional; please include pricing for up to two photography trips per year)
- Website management and content updates
- Design of our annual Impact Report
- Other Opportunities may be included in your response
- Strategic assessment of our brand identity

We are seeking a partner who values collaboration, understands mission-driven organizations, and can provide creative, strategic support that grows with our organization over time.

Response Submission Process

Interested individuals and/or institutions are invited to submit the following materials in PDF form via email to Grace Lawson (g.lawson@wvhub.org) by September 18, 2026.

- An overview of your company and services
- Your recommended approach for supporting The Hub throughout 2027
- Relevant experience and examples of similar work
- Team members who would work with us
- Proposed pricing, and a budget that includes any optional services
- Any additional ideas or recommendations you believe would strengthen our communications as we build toward our 20th Anniversary

Responses will be accepted until September 18, 2026. Responses should not exceed 8 pages in total. A selection will be made in October 2026. The Hub anticipates work will commence with the selected external evaluation and learning partner on January 1, 2027. The budget for this scope of work should not exceed \$30,000.