



**ECOLEADERS**

## 2017 NWF EcoLeader Community Market Research Fellowship Request for Proposal

**Topic:** Market Research for NWF EcoLeaders Community

**Location:** Any U.S. location

### **Background:**

In Spring 2014, National Wildlife Federation launched the EcoLeaders Program to help students and young professionals develop sustainability leadership skills and secure great jobs that help the planet. The EcoLeaders leadership and career development program advances a proven model of leadership for sustainability. It draws on the lessons learned over more than 28 years of nearly three decades supporting thousands of sustainability projects at more than 2,000 colleges and universities across the U.S. and world through NWF's Campus Ecology, Greenforce, and other programs.

NWF's EcoLeaders take five steps towards their personal leadership and career goals:

- 1) Declare an EcoMission
- 2) Launch a project
- 3) Support others
- 4) Earn certification
- 5) Create a personalized career pathway

Certified EcoLeaders are on the pathway to a career that protects the planet. NWF provides a Career Center that helps college students and young professionals connect with employers, and sharpen a whole range of skills through webinars, articles, resources, professional development forums and workshops.

**Goal of Fellowship:** In an effort to better serve the NWF EcoLeaders community, the NWF EcoLeader Market Research Fellow will conduct an analysis of the EcoLeader target market (college students and emerging leaders interested in the environment) as a means to better market, recruit, engage and serve the constituency.

### **Key Responsibilities**

- Register and maintain an active personal profile and presence on NWF EcoLeaders community, and promote to personal network
- Create project plan for a 4-6 month Fellowship term based on desired goal (stated above)
- Conduct market research for NWF EcoLeaders through tools such as research, data analysis, surveying, testing, etc.
- Document and report on findings

- Create final report/proposal including 2 suggested market plans based on above research and analysis

#### **Fellowship Program Requirements:**

- Participate in Fellowship kick-off call - date TBD
- Participate in periodic phone check-ins with NWF staff about project status and responsibilities
- Submit biweekly project updates throughout the Fellowship detailing the progress you have made and plans for the duration of your Fellowship

#### **Perks and Privileges:**

- \$3,000 stipend
- Professional development assistance and networking
- Possibility of academic credit for successful completion of the project, as an independent study or integration of fellowship project into course curricula

**Eligibility:** Graduate students from any college or university within the U.S. Applications are invited from students in all disciplines and are not limited to environmental studies majors. Current and former employees of National Wildlife Federation and former NWF Campus Ecology Fellows are ineligible to apply. Former NWF interns are eligible to apply following one year from their final work date. The name on the application must be limited to **one individual** and the Fellowship reporting, training, or other requirements cannot be transferred to or shared with another student. Additional involvement should be noted in the proposal. The applicant must be enrolled in school through the duration of the 4 month grant period.

#### **Grant Terms:**

The Fellowship is for a term of 4-6 months, depending on Fellow's schedule. The fellow will begin in May 2017 specific date TBD. Fellows spend various amounts of time on their projects each week. The average amount of time spent is 10 hours weekly or 40 hours monthly. The time invested by each student is typically considerable, but it is also flexible to account for schoolwork and other commitments and the working style of each Fellow. Fellows will receive a stipend for their work. Any Fellowship-related expenses accrued during the Fellowship period should be covered by the stipend.

Payments are dispersed in two installments: First installment of grant awards are made within two weeks of awarding the fellowship and finalizing fellowship agreement. The second installment will be made by August 31, 2017. Grant funds may be distributed to the student directly (with submission of a W-9) or to an Administrative Office on campus (e.g. Research, Grants and Contracts Office, Financial Aid Office, Campus Sustainability Office) to the attention of the appropriate administrator. Grant funds may be taxable; consult your tax advisor for U.S. Internal Revenue Service reporting requirements.

#### **How to Apply:**

1. Carefully review the information provided in this document.
2. Review the proposal template found at [www.nwf.org/Fellows](http://www.nwf.org/Fellows)
3. Submit the following items as Word or PDF attachments via email to [Fellows@nwf.org](mailto:Fellows@nwf.org)
  - Fellowship Proposal, using the template provided
  - Letters of recommendation as outlined in the proposal template

## **The deadline to submit applications is May 21, 2017 by midnight.**

Applications are reviewed by a committee to determine which meet the selection criteria. All applicants will be notified of their status within one month of their application deadline.

### **Applications will be evaluated based on the following:**

- Demonstrated interest in and experience working within or with diverse constituencies
- Engagement with students, faculty, community organizations, and businesses
- Interest in conservation of wildlife and habitat
- Strong communication skills of applicant to build diverse constituency
- Initiative to overcome barriers and seek alternative avenues when necessary
- Proactive research and outreach to ensure project will successfully achieve the above
- Commitment to advancing environmental initiatives on academic, personal, and professional levels
- Desire to remain an active member in NWF after the conclusion of the Fellowship