

FAIRMOUNT PARK

CONSERVANCY

Website Copywriter Request for Proposal

Introduction and Background

FDR Park is one of Philadelphia's most significant public green spaces, serving a diverse range of residents and visitors from South Philadelphia and beyond. The park is currently undergoing a [major, multi-year capital transformation](#) that will enhance ecological systems, amenities, and public access, ensuring the park continues to serve the city for generations to come.

This Request for Proposals is issued by [Fairmount Park Conservancy](#), the non-profit partner of the City of Philadelphia that works to steward and activate Philadelphia's parks by collaborating with the City and its communities to nurture our shared environment, cultural resources and public health. This is achieved through ambitious capital projects, public events, volunteer opportunities, natural lands and preservation work, education, fundraising, and shared programs with the City such as the Park Friends Network, We Walk PHL, and the Philly Tree Plan.

Fairmount Park Conservancy is leading the multi-year capital transformation of FDR Park and will be responsible for launching and maintaining a new FDR Park website this spring. At present, FDR Park does not have an official, centrally managed website, creating a gap in access to clear, comprehensive, and up-to-date information about the park, its amenities, and ongoing capital improvements. The Conservancy is seeking a professional copywriter to develop content for the new FDR Park website that will serve as an essential public resource and a key tool for communicating with park users, neighbors, and the broader Philadelphia community.

Project Overview

The selected copywriter will be responsible for developing original website copy for a new, approximately **8-page website**, launching in **mid-May, 2026**. While the Conservancy project team will provide substantial background materials and existing content, the copywriter's role will be to synthesize, refine, and rewrite this information into a **clear, cohesive voice** that reflects the park's values and is accessible to a broad audience.

A key priority for this project is ensuring that all website copy is written with **translatability in mind**. The copywriter will be responsible for producing clear, accessible English text that can be effectively translated by third-party services into languages including Spanish, Mandarin, Laotian, and Khmer.

Audience and Tone

The website will serve a wide audience, including:

- Local residents and park users
- Community members impacted by or interested in the capital project
- Visitors from across Philadelphia and beyond

Copy should be:

- Clear, welcoming, and informative
- Grounded in public-sector and community-focused communication
- Written with equity, accessibility, and cultural awareness in mind

Scope of Work

The scope of work is expected to include:

- Reviewing and synthesizing existing content, reports, and background materials
- Developing original copy for approximately 8 web pages (final page list to be provided)
- Establishing a consistent, inclusive, public-facing voice across all pages
- Writing clear, concise, plain-language copy suitable for translation
- Participating in check-ins or review meetings with the project team
- Incorporating feedback and revisions through final approval

Final deliverables will include fully edited, publication-ready website copy for all pages.

Project Timeline

Key milestones include:

- **RFP responses due:** Friday, March 6
- **Copywriter selected and onboarded:** Mid March
- **First draft of website copy:** Mid April
- **Final copy delivered:** Early May
- **Website launch:** Wednesday, May 20

Proposal Requirements

- **Contact Information:**
 - Company Name, if applicable
 - Website
 - Contact information
 - Overview of experience
- **Diversity status:** Please indicate if your company is certified as a Minority Business Enterprise (MBE) or a Women Business Enterprise (WBE), and include relevant certification documentation.
- **Approach and Methodology:** Describe your approach to developing website copy from existing materials, how you ensure consistency of voice, and any experience or strategies for writing copy that translates well into other languages.

- **Relevant experience:** 2-4 relevant writing samples of similar projects completed, preferably web-based or public-facing projects, with brief context for each sample (client, audience, role).
- **Fee Structure:** Provide a proposed fee or fee range for the scope of work described
- **Availability:** Please confirm availability to meet the project timeline.

Submission Guidelines

- The deadline for proposals is **Friday, March 6, 2026.**
- Please email your proposal submission to:
 - Sarah Peterson, Director of Communications: speterson@myphillypark.org