

Request for Proposal: Marketing and Graphic Design Firm

1. Introduction

1.1 Opportunity Council Overview

Opportunity Council (Agency) is a private, non-profit Community Action Agency serving homeless and low-income families and individuals. Our mission is to help people improve their lives through education, support, and direct assistance while advocating for just and equitable communities.

For over 50 years we have offered a broad scope of services that range from addressing immediate and crisis-oriented needs (food, emergency shelter, eviction-prevention) to longer-term programs that promote self-sufficiency in our community (early childhood education, home weatherization).

1.2 Project Overview

Opportunity Council is seeking a Marketing and Graphic Design Contractor to create a comprehensive multichannel outreach campaign for our Energy Assistance Program. The campaign will use language, messaging, and an outreach approach specifically designed to resonate with our target audience. Our presumed target audiences include Spanish, Russian, and Punjabi speakers, those with incomes 125%-150% of Federal Poverty Level, and working families with limited income. We will consider print advertising, digital advertising, direct mailers, radio and/or TV spots, and other emerging channels for this outreach campaign.

We intend to receive outreach materials from the contractor in a format which can be easily adapted in subsequent years via simple changes to content by in-house staff. Proposal packets are to be sent via email to Allyson Halverson at Allyson_halverson@oppco.org by 5pm September 9, 2022. All applicants will be notified of the contract award via email on Sept 23, 2022 and the contract period will begin approximately October 1, 2022 and end July 31, 2023.

2. Scope of Work

2.1 Project Deliverables

Marketing campaign needs:

- In collaboration with the Opportunity Council team, the contractor will develop and implement a multichannel marketing campaign that increases the total number of target demographic individuals specified in section 1.2 applying for energy assistance. Deliverables will include:
 - Develop updated and simplified messaging regarding program goals, eligibility, and access that will resonate with target populations.
 - Develop culturally appropriate messaging for target populations.
 - Identify and access marketing channels which will reach our target populations.

Graphic design needs:

- In collaboration with the Opportunity Council team, the contractor will develop and design new outreach materials for the Energy Assistance outreach campaign. Deliverables include:
 - Develop outreach materials that will be delivered in a format where simple changes to content such as income guidelines and dates can be easily edited by in-house staff once project is complete.
 - Contractor will arrange for professional translation of outreach materials and messaging
 - Will consider flyers, mailers, social media and website/SEO content, advertising (digital and/or print).

2.2 Anticipated Project Timelines

- September 23, 2022
 - Selection process completed and applicants notified.
- October 2022
 - Scope of Work and contracting between Opportunity Council and Contractor complete.
 - Develop contractor and agency communication plan.
- Nov/Dec 2022
 - Target demographic groups finalized.
 - Finalize campaign channels.
 - Campaign material development begins.
- January 2023
 - Materials and approach for pilot demographic finalized.
 - Test materials and approach with pilot demographic.
 - Refine messaging and materials.
- February 2023
 - Adapt materials and approaches to remaining target demographics.
 - Begin comprehensive campaign in all finalized channels.
 - Analyze campaign effectiveness; adjust as needed.
- March/April/May 2023
 - Continue campaign; continue to analyze effectiveness.
 - Refine and update materials for Spring outreach campaign.
 - Conduct Spring/Summer outreach; analyze effectiveness; adjust as needed.
- June/July 2023
 - Complete final analysis of campaign effectiveness and reach.

2.3 Project Communication Expectations

The contractor and agency will develop a project and communications plan to ensure timelines and deliverables of project are maintained.

2.4 Budget

- Total project budget: \$10,000
 - The maximum fee for this contract must not exceed the amount of \$10,000 to be considered responsive to this RFP.

- Within your cost proposal, please include: anticipated advertising costs and anticipated professional language translation costs.
- Cost proposals do not need to include: anticipated printing or postage expenses.
- The evaluation process is designed to award contracts not necessarily to the proposals of least cost, but rather to the proposals which best meet the requirements of this RFP. However, we encourage the submittal of proposals that are consistent with state government efforts to conserve state resources.

2.5 Terms of Contract

- Tentative start service date: 10/1/2022
- Tentative end service date: 7/31/2023
- Scope of work and terms and conditions to be negotiated and finalized following RFP selection process.
- Termination of contract: If the agency determines the contractor has failed to comply with the conditions of the contract, the agency may suspend or terminate the contract. Before suspending or terminating the contract, the agency shall notify the contractor of the need to take corrective action.

2.6 Payment and Invoicing

Invoices detailing monthly work completed are due no later than the 15th of the month following the month of completed work.

3. Proposal Contents

3.1 Proposal Instructions

Please answer the following proposal questions in the application document (Attachment – A). Refer to section 4.2 for proposal submission guidelines.

3.2 Experience/Background

1. Please describe your marketing background or tell us how you have partnered with marketing professionals to meet the needs of a project.
2. What is your experience with advertising/marketing to our target audience?
3. How do you plan to direct our marketing outreach campaign only to our targeted populations, so we are not expending our valuable resources reaching the wrong people?
4. Please describe your graphic design background or tell us how you have partnered with graphic designers to meet the needs of a project. (Please attach an example of your previous graphic design work to this application or the graphic design work of your intended partner).
5. What is your experience working with non-profit organizations?

3.3 Project Proposal

6. Describe the proposed approach and methodology for this project and identify tasks and activities anticipated to accomplish the scope of the project.
7. Include an anticipated project schedule indicating when elements of the work will be completed.
8. Describe anticipated deliverables for this project.

3.4 Cost Proposal

9. Identify all costs to be charged for performing the services necessary to accomplish the objectives of the contract. The proposals must include a fully detailed budget including staff costs and any expenses necessary to accomplish the tasks to produce the deliverables under the contract. Please refer to section 2.4 for additional information about the budget for this project.

4. Contract Award

4.1 Contractor Eligibility Requirements

- Preference will be given to businesses certified by the Office of Minority and Women's Business Enterprises.
- Contractor and any intended partners must follow all EEOC guidelines, if applicable.
- Contractor and any intended partners must not be suspended or debarred from receiving federal funds.

4.2 Proposal Submission Guidelines

- All proposals should be submitted electronically in PDF format.
- All fields and sections of the application (attachment – A) must be completed order to be considered.
- Required Documents:
 - Contractor Application (attachment – A)
 - Cost Proposal
 - Graphic Design Sample

4.2 Deadline for Proposals

- Proposal packets are to be sent via email to Allyson Halverson at Allyson_halverson@oppco.org by 5pm September 9, 2022.
- All applicants will be notified of the contract award via email by 5pm on Sept 23, 2022.

Marketing and Graphic Design Request for Proposal
Attachment A – Application

Applicant Information

Name and Title of Authorized Representative:		
Name of Agency:		
Address:		
City:	State:	Zip Code:
Phone:	E-mail:	

Proposal Instructions

Refer to section 4.2 of this RFP for complete proposal submission guidelines.

Required Documents:

- _____ Attachment A – Marketing and Graphic Design Request for Proposal Application
- _____ Cost Proposal
- _____ Graphic Design Sample

I understand the terms and conditions of the RFP and certify that the above-named agency will comply with all Opportunity Council requirements if a contract award is made. All information contained in this application is true and accurate to the best of my knowledge.

Authorized Signature and Title

Date

Experience/Background

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2. What is your experience with advertising/marketing to our target audience?
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4. Please describe your graphic design background or tell us how you have partnered with graphic designers to meet the needs of a project. (Please attach an example of your previous graphic design work to this application or the graphic design work of your intended partner).
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Project Proposal

6. Describe the proposed approach and methodology for this project and identify all tasks and activities anticipated to accomplish the scope of the project.
7. Include an anticipated project schedule indicating when elements of the work will be completed.
8. Fully describe anticipated deliverables for this project.

Cost Proposal

9. Identify all costs to be charged for performing the services necessary to accomplish the objectives of the contract. The proposals must include a fully detailed budget including staff costs and any expenses necessary to accomplish the tasks to produce the deliverables under the contract. Please refer to section 2.4 for additional information about the budget for this project. This may be attached as a separate document.