



Request for Proposal

Project Name:

CARES Community Grant Program Integrated Marketing Campaign

Proposal Submission Deadline:

Wednesday, November 18, 2020 at 3 p.m.

Project Start Date:

November 19, 2020

Point Person:

Chelsi Conaway

Contact Information:

cconaway@alliancegpw.org | 703-344-4729 | www.alliancegpw.org

An Overview of The Alliance

Founded in 2019, The Human Services Alliance of Greater Prince William is a 501(c)3 nonprofit membership-based association of traditional and non-traditional human services providers that aid the residents of Prince William County and the cities of Manassas and Manassas Park.

Members include charitable nonprofit organizations, hospitals, government agencies, faith-based organizations, community foundations and private citizens.

The services The Alliance provides include grantmaking, member networking, customized training, technical assistance, continuing education opportunities, advocacy, a referral network, capacity building support, a resource database, a public calendar of member organizations' events and more.

The Alliance is funded by an operational grant from Prince William County Government, member dues and private donations.

The Alliance's target audiences include those who provide human services, those who require assistance, private individuals and companies that might make donations and the elected officials that help fund Alliance programs.

The Alliance's ultimate goals are to increase awareness about the organization, recruit new members and attract new funding sources.

The Prince William County Board of Supervisors allocated \$3 million of federal CARES Act funds to support COVID-19 relief efforts for Prince William County residents, focusing on those who are undocumented and underserved. The county partnered with The Human Services Alliance of Greater Prince William to distribute these funds through grants to nonprofit organizations that serve county residents.

Through the Prince William County CARES Community Grant Program, The Alliance distributed grants ranging from \$50,000 – \$150,000 to 26 nonprofit organizations to support the following measures in response to COVID-19 relief: housing assistance; utility assistance; access to health care appointments and medication; employment assistance; childcare costs and other critical unmet human needs.

Project Overview

This short-term campaign will develop and integrate social media content, video and print marketing materials to promote the Prince William County CARES Community Grant Program. Since CARES funding is only available

through December 30, the contractor selected to execute this campaign will also need to provide training to Alliance staff on how to continue these marketing efforts once the project has ended. This training can be completed after the December 30 deadline as well as materials referencing the final outcomes of the project though all other deliverables should be completed before then.

Project Goals

This project will be deemed a success if the following goals are met:

- County residents know about The Alliance's partnership with area nonprofits to administer CARES Act funds.
- County residents know how the organization's projects are helping community members through the COVID-19 crisis.
- County residents know how individuals in need can access help.
- County residents know how the community can further support these initiatives.
- Alliance staff members are trained on how to effectively utilize social media advertising tools and develop materials consistent with the work developed by the contractor during the campaign.
- Drive measurable traffic to The Alliance through social media platforms and the organization's website.

Scope of Work

Strategy

- Serve as The Alliance's expert advisor for the development and implementation of marketing strategies for its Prince William County CARES Community Grant Program.
- Develop a marketing plan focused on achieving The Alliance's campaign project goals.

- Create weekly planning objectives and reporting for ensuring tactics are managed on brand and on budget, and accountable to measurement KPIs.

Marketing and Public Relations

- Provide graphic design and content development for digital, print, and collateral material which includes e-blasts, social media graphics, a flier, an infographic, a one-page outcome report and a small series of 1-5 minute videos of regarding select CARES partner organizations and their projects.
- Manage public relations resources to accomplish the objectives as described in the project goals.
- Provide strategic campaign support, including planning, development, and execution; and multi-channel outreach.
- Support The Alliance's internal marketing needs by providing the templates to the aforementioned integrated collateral.

Digital

- Provide design, development and content services for The Alliance website's homepage and disaster fund/CARES page.

Branding

- Advise The Alliance on maintaining brand consistency and make recommendations on brand advancement.

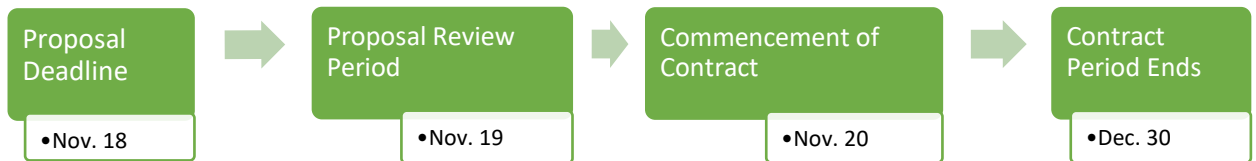
Training

- Support The Alliance's internal marketing needs by providing training on how to update and produce additional integrated collateral templates.
- Support The Alliance's internal marketing needs by providing training on how to effectively utilize and grow engagement within its social media platforms.

Budget

The Alliance has allocated \$20,000 to execute this campaign.

Grant Project Timeline



Response Requirements (Minimum Requirements)

Please address these points in your proposal however you see fit.

1. Company profile

- a. Name of the business, contact person, and contact information: Provide address, telephone, mobile telephone number, e-mail address, and web address, as applicable.
- b. Statement of ownership: Describe the type of business entity (sole proprietorship, corporation, LLC, or other), and list the majority and minority owners. Also, please indicate if the business holds any special designation (i.e. being owned by a woman, minority, veteran, etc.).
- c. List of subcontractors. If applicable, provide company name, contact person and intended percentage of work to be performed by any subcontractor.

2. Qualifications

- a. Provide a brief description of your firm, including its founding and history; number of employees; service areas; and awards or other forms of recognition.
- b. Provide a brief description of your work process.
- c. Special consideration: Describe the experience with and knowledge of the human services industry among your firm's personnel in the context of their careers.

3. Experience and ability to perform this work

- a. Describe the approach your firm would undertake to successfully complete the tasks described in the Scope of Work.
- b. Provide examples of relevant work.
- c. Provide a minimum of three (3) client references.

4. Pricing

- a. Provide a schedule of fees for all relevant services described in the Scope of Work including cost of Consulting, Management, and Strategy Development; Digital Marketing Services; External Collateral; Videography; Graphic Design; Content Development and Webpage Design; Public Relations; and Paid Media.

Evaluation Metrics

Proposals will be evaluated by The Alliance using the following criteria:

EVALUATION CRITERIA | WEIGHT

- a. Staffing | 10
- b. Qualifications | 20
- c. Experience | 25
- d. Process and Plan to Achieve Project Goals | 30
- e. Style Compatibility | 10
- f. Pricing | 5

Protocols for Responding to This RFP

Responses to this RFP must be delivered electronically to The Alliance by **3:00 p.m. on Wednesday, November 18, 2020**. Responses must be submitted electronically via email to: Chelsi Conaway at cconaway@alliancegpw.org with “RFP Submission for CARES Marketing Services” in the subject line. If you have any questions about this project or its RFP, please contact Chelsi at 703-344-4729 or cconaway@alliancegpw.org.