



LITERACY ACTION

Request for Proposal

Literacy Action (LAI) is requesting a proposal for the following services:

Marketing and branding services to promote and increase awareness about the organization's adult basic education programs and career services. The Responder shall provide a proposal and describe in detail how they will develop and implement a marketing strategy to promote increased awareness of the organization and participation in its key stakeholders (students, donors, corporations, community partners, etc.)

A detailed description of what is required is provided as an attachment to this RFP (Attachment A – Scope of Services).

Proposed Contract Period: Twelve (12) Months

Attachment:

A. Scope of Services – Marketing and Branding Services

Proposals are due on or before: 5:00 p.m. on Monday, July 27, 2020

Bidder must complete Attachment A – Scope of Services and return all requested information to the attention of Jen Booth (Deputy Director) via email at jbooth@literacyaction.org.

QUESTIONS

All questions concerning the project shall be submitted to Jen Booth via email at jbooth@literacyaction.org no later than close of business on 07/24/2020. Questions after this date will not receive a response.

Sincerely,

Sandeep Gill, MBA, PMP
Executive Director

ATTACHMENT A

Scope of Services

I. Marketing Targets

LAI is seeking a branding and marketing consultant to refine its marketing and fundraising strategy and assist with, marketing, outreach, and fundraising efforts for its adult basic education and career services. The following are key marketing targets:

1. Potential Funders/Donors
2. Corporations and Local Businesses
3. Unemployed and Underemployed Adults, Out of School Youth, and Undereducated Caregivers
4. Unemployed/Underemployed Workers
5. Special Target Markets (e.g., individuals needing GED and high school seniors)

For each of these targets, the marketing plan will identify a series of marketing tactics and implementation initiatives. The marketing and fundraising strategy will spearhead efforts to enhance LAI's brand and launch an identity and brand awareness campaign. The marketing consultant must have experience with brand development and with community marketing campaigns. LAI will give preference to firms that have experience developing marketing and branding strategies for the public sector and nonprofit. The marketing consultant must also be experienced with community outreach in order to assess current consumer attitudes and perceptions.

II. Marketing and Branding Services

A. Create and Finalize the Marketing Strategy:

The marketing consultant shall create and finalize the LAI's marketing strategy and provide recommendations regarding the most effective implementation tactics and tools. Specific focus shall include:

1. The five target areas,
2. Marketing tactics and implementation tools,
3. Marketing priorities,
4. Prioritizing the tools and tactics to most effectively implement a marketing and fundraising strategy that fits LAI,
5. Other marketing and branding strategies the LAI should consider,
6. Identifying the best practices for marketing and branding.

B. Evaluate Organization's Image and Brand:

The marketing consultant shall evaluate LAI's image and brand, assess community attitudes and perceptions, and provide recommendations regarding whether or not a new or updated image and brand is needed for the LAI's marketing initiatives. To the extent needed, the marketing consultant will craft a new brand and themes for LAI's consideration.

C. Develop an Identity/Branding Awareness Program:

The marketing consultant shall propose a well-defined identity/branding awareness program to persuade citizens to support and utilize LAI's services. The branding program must also be applicable for fundraising, business services and recruitment strategies.

The project shall consist of the development of the following:

1. A Marketing/Communications plan and branding strategy; including creation of a message strategy, positioning statements, timeline and concepts
2. Review of currently planned functions/activities and recommendations on how to incorporate marketing and branding efforts. Specifically for fundraising events, social media marketing, fee for service programs.
3. Design/creation of promotional materials, such as, flyers, brochures, annual reports, etc.
4. Coordinating multimedia and social media packages that may include, but not limited to the following—letters, annual reports, brochures, videos, point-of-purchase displays, Facebook, Twitter, blogs, newspapers, etc.
5. Guidance on the creation of LAI videos (e.g. customer orientation, services offered) to carry out and promote LAI services, to include suggestions on vendor selection for video production
6. Providing oversight and content management for LAI's website, MailChimp, and other databases as needed
7. Suggestions for new events and activities to promote LAI services
8. Review and update/develop LAI website, social media outlets and provide suggestions for messaging improvement.
9. Enhancement of LAI's online presence through social media outlets
10. Assessing marketing and branding needs for LAI and development of marketing and branding strategies
11. Write 1 press release for the office on a monthly basis
12. Develop templates for customer and business outreach efforts, coordination of marketing communications and development of newsletter template
13. Develop a consistent brand for LAI to include color schemes, letterhead, logo refinement or creation
14. Develop brochures and marketing materials aimed at specific customer groups
15. Development of written guide of graphics standards/style guide
16. Other related marketing recommendations and strategies
17. Must be able to present project performance and outcomes to the board.

D. Design Requirements:

All work submitted for consideration or review must be submitted in a format that is editable and allows the designs to be used for further concept development, operational considerations, and marketing and planning activities. All logo designs, reports, and supporting documents should be delivered in electronic format and two hard copies. All work created and/or published will be fully owned by LAI.

E. Monitoring System

The marketing consultant shall develop a monitoring system to evaluate effectiveness of marketing campaigns and make suggestions for improvement and revisions.

III. General Qualifications

- Consultant should possess a Bachelor's degree or higher in Marketing or a related field and a minimum of 5 years' experience in graphic design, published written communication, creating marketing/branding strategies and/or campaigns
- Demonstrated ability to identify cost-effective, creative means to target customer segments that may fall out of the reach of traditional media, due to literacy, mobility, or other constraints

- Relevant experience of the consultant in producing similar, high-quality deliverables.
- Prior experience developing and implementing successful identity and branding campaigns for similar clients
- Demonstrated success with community participation
- At least three (3) public or private references for projects of similar nature to this engagement.
- Identify the lead consultant and the personnel to be assigned to the project (including names, addresses, current phone numbers, and e-mail addresses). Please include resumes for all team members, identify how many years this team has worked together, and a list of projects this team has completed or is currently working on
- Identify all sub-consultants (including names, addresses, current phone numbers, and e-mail addresses) and include a resume of related experience, how long the sub-consultant has worked with the marketing consultant, and how many projects the sub-consultant has completed, or is currently working on, with the marketing consultant
- Background on the firm and its experience in preparing comprehensive and strategic marketing programs and campaigns, especially for public agencies
- Proof of financial stability: financial statements, a balance sheet, and two years of federal tax returns

IV. Organization of Proposal

All proposals should include the following:

A. Narrative and Approach

1. A narrative that presents the services the firm would provide detailing the approach, methodology, deliverables, and anticipated client meetings
2. A summary of any suggested approaches the LAI should consider and how the firm will carry out the activities detailed in the Scope of Work
3. A timeline for the preparation and implementation of the tasks/activities being proposed per the Scope of Services

B. General Qualifications

This section should summarize the organizations qualifications and include all information requested under Section II. General Qualifications. A minimum of three references including the type of work done for each reference and date of execution should be included as an attachment to the proposal.

C. Past Work

This section should include a listing of past work that correlates to the organization's portfolio of similar projects, including logo design, naming, messaging, brand strategy, fundraising strategy and the development of graphics standards. Respondents selected for an interview should be prepared to display and discuss work samples.

Any soft copies requested should be in "pdf" format.

V. Cost Proposal:

The marketing consultant shall develop a budget for the marketing program that outlines implementation actions and their associated cost.