

Request for Proposals

Marketing Consultation

Community Action Southwest seeks to engage a marketing firm to advise our organization on branding and identity, develop an overall marketing strategy, and develop a marketing portfolio, inclusive of graphic design and templates for printing.

Marketing Objectives

CAS desires to:

- 1) effectively engage our stakeholders (public, donors, clients),
- 2) increase awareness of our good work and programs to new audiences,
- 3) increase donated revenue,
- 4) launch a compelling communications program that succinctly incorporates our diverse programs and effectively tells our story.

In addition, as a nonprofit organization with limited marketing resources, CAS seeks the creation of templates for brochures, posters, and similar materials that can be customized and completed in-house, on an ongoing basis.

Scope of Work and Deliverables

1. Assessment of the effectiveness of the current marketing strategy.
2. Strategy recommendation on a comprehensive marketing approach to reach our diverse audience.
3. Assessment of current fundraising events and strategies, along with recommendations for expanding our reach and increasing raised and donated revenues.
4. Development of a branding strategy that encompasses our varying programs and services.
5. Design of a logo and tagline, including graphic design and content.

6. Graphic design and content development for digital, print and collateral material including templates for brochures, posters, newsletters, and social media applications.

A separate request for proposal for development of a new website will be issued at a later date.

CAS invites proposals from interested marketing agencies with experience in brand development and management, marketing, social media strategy, implementation and management, development and market research, and nonprofit fundraising involvement.

Bidders must follow exactly, and be responsive to ALL requirements of this RFP. It is the bidder's responsibility to provide all specified materials in the required form and format. Responses that are not in the required form and format will not be considered.

The contract period will be from February 1 to April 15, 2017, with all work products to be completed and delivered by the end of the contract.

Introduction and Background

Community Action Southwest, headquartered in Washington, PA, was organized in 1965 as a private, non-profit corporation to "help urban and rural communities in Washington and Greene Counties to mobilize their resources to combat poverty..." The organization navigated the next fifty years, identifying community needs, engaging the community in problem solving, mobilizing federal, state, local and private resources, building partnerships, operating high quality programs, and seeking high impact strategies, all focused on pursuit of the mission:

To serve as the catalyst to mobilize the resources of the entire community to enable families and individuals to attain the skills, knowledge, motivations and opportunities to become self-sufficient.

Today, Community Action Southwest (CAS) is a community based, multi-service organization serving southwestern Pennsylvania and parts of West Virginia. Led by a volunteer board of directors, the organization administers more than \$21 million annually in government grants, fees for service, and other support, and employs 325 people, serving more than 19,000 people each year.

Current Programs

CAS programming is organized in five areas:

Early Childhood Services, which encompasses Head Start and Early Head Start and Pre K Counts, serves 1,025 children, birth to five each day. Family support services and engagement are provided to 7,982 family members.

Nutrition Services, includes the WIC (Women, Infants & Children) supplemental food program for mothers and young children, and serves 5,059 people.

Family Economic Success provides self-sufficiency programs in the areas of asset development, housing, adult education, job development and financial management to 2,632 people.

Senior Services in Greene County serves older adults through senior centers, home delivered meals, care management and ombudsman support to 1,585 people.

Try Again Homes, provides foster care, adoption, truancy prevention and support services to children and families involved in the child welfare system, to 1,848 people annually. Community Action Southwest began administering these services as the result of a corporate merger in 2015.

See our website at www.caswg.org for additional information.

Marketing Proposals

Community Action Southwest, a community based, regional nonprofit organization requests proposals for marketing services.

The proposal deadline is January 13, 2017 by 4:00 p.m. by electronic submission in the format below. Proposals shall be delivered to CAS, 150 W. Beau Street, Washington, PA, 15301 or to dbigler@caswg.org. **RFP Submission for Marketing Services** should be the subject line.

Questions regarding this RFP should be directed to dbigler@caswg.org no later than 5:00 p.m. EST on Friday, January 6, 2017. Responses to all questions will be sent via email within 3 days.

Response Requirements (minimum requirements)

For ease and efficiency of review, CAS has specified the numbering protocol below for bidders. Please follow this numbering protocol exactly, and do not re-number, insert numbers, or otherwise modify the sequence. Responses that do not follow this numbering order will not be considered.

1. Company profile

a. Name of the business, contact person, and contact information: Provide address, telephone, mobile telephone number, fax 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.

c. List of subcontractors. If applicable, provide company name, contact person, address, and telephone number, 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 description of your work process.
- c. Special consideration: Describe the experience with and knowledge of the nonprofit sector among your firm's personnel, in the context of their careers.
- d. Special consideration: Describe why and how your firm is uniquely positioned to serve as CAS' marketing strategist and advisor.

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, and our Marketing Objectives.
- b. Provide examples of relevant work and / or case studies.
- c. Provide a minimum of three (3) client references, preferably at least one from a nonprofit organization.
- d. Provide a list of personnel who would be assigned to CAS work, along with their credentials and experience.

4. Pricing

- a. Provide a schedule of fees for all services described in the Scope of Work.
- b. Based on your approach, provide an estimate of the number of hours required for each service area described.