

REQUEST FOR PROPOSAL

YOUTH LEADERSHIP PROGRAM – NATIONAL SLOVAK SOCIETY

July 29, 2015

1. ORGANIZATIONAL OVERVIEW

The National Slovak Society (NSS) is a fraternal benefit society that provides financial security to our fraternal family members via life and annuity products. We offer charitable, cultural, social and educational opportunities that benefit our members and their communities. Since 1890, we have taken pride in this valued service and the sense of trust and closeness it creates, much like that in an ordinary family. The NSS is headquartered in McMurray, PA and have grown to more than 30,000 members in 18 states, with the majority of members residing in the Mid-Atlantic states and the Midwest.

2. PROJECT DESCRIPTION

The NSS is launching a Youth Leadership initiative to create a pipeline of future leaders within our organization, for the purpose of ensuring long term sustainability.

Our goal is to grow an engaged community of our young members (ages 13-19) over the next several years. At the outset, we are seeking guidance from vendors on two aspects of this project: 1), how to design and execute an event that will develop leadership skills in our youth, and 2) how to develop an online community using social media to maintain engagement with them.

We are open to ideas about what the leadership event should be. We expect the event will require a fair amount of planning and coordination, especially in its first offering. Some ideas include projects involving community service, championing a cause, or collaborating with other youth groups. The event should be fun for participants and generate excitement and anticipation for future events. Ideally youth will participate every year, taking on new roles and responsibilities as they mature.

The social media component supports the leadership event. It could serve as a platform for promoting other NSS activities to the youth. We currently have a wealth of content available online (e.g. see our monthly national newsletters at <http://nsslife.org/fraternal-programs/>). We also have some staff available to assist with content creation. What we need is guidance on creating and executing a social media strategy to drive engagement for this project and other fraternal activities.

Vendors are welcome to respond to one or both aspects of the project. We will choose finalists for this project based on the degree to which a proposal supports the project's objectives, and the likelihood it will generate excitement among the youth in the short and long term.

3. PROJECT GOALS

The goals of the project include:

- To engage NSS youth in activities that foster the development of their leadership potential, e.g. perform community service, take ownership of a problem, lead an initiative to help solve a problem and make informed decisions;
- To create an engaging online community using social media that "meets youth where they are", providing a platform for useful communication, building healthy relationships, teaching social etiquette and supporting face-to-face interactions;
- To create a positive learning environment for NSS youth, where they can develop the knowledge and skills needed to practice leadership and make valuable contributions to their community;
- To help youth gain an understanding of the National, Regional and Local management structure of the NSS;
- To learn about the policies and procedures of the NSS as defined by our By-Laws;

4. FUNDING AVAILABILITY

We will determine a budget for this project once a vendor has been selected and the project scope sufficiently defined. For now, we are requesting proposals that estimate the effort and cost necessary to create the online community and facilitate its support of the leadership event.

5. YOUR TARGET AUDIENCE

Once selected, the vendor will interact with a task force comprised of various stakeholders from the NSS, possibly including:

- NSS President (Pittsburgh)
- NSS Secretary/Treasurer (Pittsburgh)
- NSS Fraternal Activities Director (Pittsburgh)
- NSS Board members (geographically dispersed)
- A small group of regional and assembly leaders (Ohio/PA area)
- A small representative group of NSS youth, ages 13-20 (Ohio/PA area)

The task force will support the chosen vendor during the planning and implementation of the initiative. A schedule will be determined for periodic "check-ins" between the task force and vendor.

6. PROJECT DELIVERABLES

The selected vendor will work with our team to develop and execute a plan. We may request some deliverables to keep us on track and inform us of progress. The first deliverable is the vendor response to this RFP. After the vendor is chosen, we anticipate the work will be coordinated with the NSS task force via a series of weekly meetings to launch the online community. We may also need your assistance planning the leadership event. At the conclusion of the project, we would like an assessment of "lessons learned" about what did and didn't work, and suggestions for future improvement. This can be a presentation or report.

7. PROJECT REQUIREMENTS

We anticipate the project coming to conclusion a few weeks after the youth leadership event is concluded. We are targeting the event for summer 2016. After the vendor is selected, we anticipate 4-6 months of activity on a casual basis.

8. PROPOSAL FORMAT

We appreciate your time as you respond to this RFP and request your response be no more than 7 pages (8.5" x 11" paper, single-sided, either 1-1/2 or double spaced, in 11- or 12-point font). Your response should include the following:

1. Executive summary
2. Your company description
3. Anticipated total cost of the project (including a breakdown of costs)
4. * Description of your social media strategy to engage NSS youth
5. Key activities to build engagement
6. Key activities to sustain engagement
7. Suggested metrics to evaluate success
8. Suggested ideas for the youth event (optional)
9. Draft timeline for the project with milestones

* Leadership consultants who do not have expertise in social media are welcome to respond with ideas for the Youth Leadership aspects of this project. If this is the case, please indicate in your proposal and, to the extent possible, describe how social media might be used with your plan.

An electronic copy of the proposal should be sent via email to Alan Burns at alan.t.burns@gmail.com. Paper copies are not necessary.

9. PROPOSAL TIMELINE

July 22, 2015 - Release and distribution of RFP
October 9, 2015 - Deadline for vendors to submit proposals
November 6-7, 2015 - Finalist interviews
November 20, 2015 - Vendor selected

10. REFERENCES

Please provide the name, contact information, and nature of the relationship for 3 references. At least one should be a past client. We will contact references for vendors who reach the finalists stage.

11. IN CASE OF QUESTIONS

Our point of contact for this project is Alan Burns. Alan serves on the Board for the NSS and can be reached at (702)-755-4561. Please feel free to share this proposal with vendors or other parties who may wish to respond. General inquiries can also be made to the NSS home office at:

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