



Armour Hills Homes Association Board

David Pucci, President

Tiffany Moore, Vice President

Mistie Caestecker, Secretary

Dan Newman, Treasurer

Mary Hutchison, Code Enforcement

Joe Coyle, Member at Large

Gunnar Hand, City Liaison

REQUEST FOR PROPOSAL

Social Media and Communications Consulting Services

March 12, 2012

Table of Contents

1. Client Information	3
1.1 Program Intent	
1.2 Technology Environment	
2. Statement of Work	4
2.1 Purpose	
2.2 Scope	
2.3 Schedule	
3. Proposal Submission Procedure	5
3.1 Consultant RFP Reception	
3.2 Good Faith Statement	
3.3 Communication & Proposal Submission Guidelines	
3.4 Evaluation Criteria	
3.5 Short-list Selection	
4. Scope of Work & Business Requirements	8
4.1 Audit & Evaluation	
4.2 Recommendations & Planning	
4.3 Implementation & Integration	
4.4 Training, Monitoring & Measurement	
5. Consultant Information	9
6. Estimated Budget & Resources Required	10

1. Client Information

1.1 Program Intent

The Armour Hills Homes Association (referred to as the "AHHA") is seeking to provide a comprehensive communications program to include both traditional and digital media, integrating the existing services of printed newsletters, email notices, website, and social media sites with new and innovative outreach strategies. The sole purpose of this program is to communicate with the homeowners and residents of the Armour Hills neighborhood and provide multiple access points to information regarding events, activities, services, and volunteer activities. A key goal of this service expansion is to establish and maintain a database of contact information for the 1072 homes for use in engaging our members in their community and generating timely notifications for both routine announcements and high priority safety messages.

1.2 Technology Environment

The Consultant will provide recommendations to the Board of Directors (referred to as the "Board") in regard to software platforms, technologies, and strategies to produce an efficient, integrated communications and social media program. This program should include, but is not limited to, a user-friendly and visually attractive website; the ability to generate attractive, well-written newsletters and other mailings; a compelling and dynamic email communications system that can track and sort email; and the maintenance and improvement of the Armour Hills social media presence, including the existing Facebook page. Email communications will continue to be a part of the program; however, the introduction of SMS messaging and other notification services may be evaluated as added features.

2. Statement of Work

2.1 Purpose

The purpose of this Request for Proposal (RFP) process is to invite consultants to submit their proposal to provide consulting services to develop and/or implement a Social Media and Communications program (referred to as the "Program") for the Armour Hills Homes Association. This document contains a statement of work, description of business requirements, and the selection process outlined by the Board.

2.2 Scope

The Armour Hills Homes Association communicates with the homeowners and residents of 1072 homes year-round through the following existing channels:

- Quarterly Clarion newsletters
- Event-based Clarionette announcement flyers
- Email notifications of lost pets, event and meeting reminders, and information regarding security concerns
- Facebook

The following events are held each year and are both announced and reported on through the various methods listed above:

- Garage Sale
- Fourth of July parade
- Ice Cream Social
- Annual Meeting
- Other events as developed by the Board

The Consultant will organize, format, and edit content received from board members and designated "reporters" from the neighborhood and may be asked to attend and report on key events. The content generated through these channels will be incorporated into each of the layers of communications developed in the Program to reach homeowners through multiple channels. The Consultant will report directly to the Communications Chair of the Board and indirectly to the Board in general. To ensure a consistent voice and

appropriate content, material will be reviewed and approved prior to inclusion or publication through a neighborhood communication channel.

2.3 Project Schedule

This schedule is subject to change.

Project Milestones	Deadline
RFP Delivered to Consultants	March 12, 2012
RFP Question Period Ends	March 16, 2012
RFP Close Date	March 30, 2012
Conduct Evaluations	March 31, 2012
Award Contract to Consultant	April 16, 2012

3. Proposal Submission Procedure

3.1 Consultant RFP Reception

By responding to this RFP, the consultant agrees to be responsible for fully understanding the requirements and other details of the RFP and will ask any questions necessary to ensure such understanding is gained. AHHA retains the right to disqualify consultants who do not demonstrate a clear understanding of our needs and the goal of this process. Furthermore, the right to disqualify a consultant extends past the contract award period and AHHA will be at no fault, cost, or liability.

3.2 Good Faith Statement

All information provided by AHHA is offered in good faith. Specific items are subject to change at any time based on business circumstances and member needs. AHHA does not guarantee that any particular item is without error and will not be held responsible or liable for use of this information or for any claims asserted therefrom.

3.3 Communication & Proposal Submission Guidelines

Communications shall not be effective, unless a specified Board member responsible for managing the RFP process formally confirms these communications in writing. In no case shall verbal communication govern over written communications. For the purposes of this RFP, email will be considered a written communication.

Questions related to this RFP and consultant proposals must be received by 5:00 PM, March 16, 2012, and can be directed to:

Name: Joe Coyle
Contact Phone: 773-844-9759
Contact E-Mail: fjcoyleiii@hotmail.com

Name: Tiffany Moore
Contact Phone: 816-695-6862
Contact E-Mail: tmooreks@yahoo.com

Final proposal submissions shall include three hard copies and one digital copy and must be received by 12:00 PM, March 30, 2012. Proposals may be delivered or mailed to:

Homes Association of Kansas City
Attn: Armour Hills Homes Association
4200 Somerset Drive, Suite 216
Prairie Village, KS 66208

Digital proposals may be included with the hard copies on a portable data storage device or sent by email to tmooreks@yahoo.com. Receipt of proposals sent by email should be confirmed by telephone prior to the closing of the RFP at 12:00 PM on March 30, 2012. Please note that portable data storage devices (flash drive, DVD, etc.) will not be returned to consultants.

3.4 Evaluation Criteria

All proposals will be evaluated systematically, based on the following key criterion.

The purpose of this section is to identify suppliers with the interest, capabilities, and financial stability to supply Social Media and Communications Consulting and Implementation Services, as defined in the Scope of Work.

Following is a prioritized list of our key evaluation criteria:

1. Experienced social media and communications designer for non-profit and/or service based clients.
2. Exceptional written communications skills, including grammar, punctuation, and content development.
3. Ability to attend regular monthly board meetings and occasional neighborhood events.
4. Evaluate existing branding and recommend new graphic representations to augment updated social media and communications presence.

3.5 Short-list Selection

Consultants who have demonstrated their capacity to meet our needs will be contacted by phone and/or mail to be notified of their selection to move forward in the RFP process. Consultants, who have not been selected, may not be contacted.

4. Scope of Work & Business Requirements

This section will provide a categorized list of business requirements, with an associated description for each. These requirements will provide the foundation for consultant presentations, discussions, and negotiations.

4.1 Audit & Evaluation

- **Understand Goals & Objectives** - Understand goals & objectives of the work as described in Section 2 of the RFP. Develop a strategic plan, timeline for development and implementation of the Program, and identify project risks.
- **GAP Analysis (Current Communications Effort)** – Identify areas for improvement or opportunity. Analyze gaps to determine where the Program can improve communications and neighborhood connectivity.
- **Content Analysis** – Evaluate existing content, identify new content needs, and define supportable workflows to create and manage all content.

4.2 Recommendations & Planning

- **Channel Selection** – Review existing communications and social media applications and channels. Provide recommendations for the effective use of social media in the delivery of neighborhood communications through both traditional and digital media. Channels may include Twitter, Facebook and YouTube as well as any other recommendations to enable social interaction with homeowners and residents.
- **Develop Business Requirements** – Based on the audit, work with the Communications Chair and Board of Directors to identify costs associated with each component of the Program as well as the requirements for marketing, revenue generation, customer service, IT, etc., including advertising opportunities on both traditional and digital channels to support the expansion of services.
- **Project Roadmap** – Create detailed implementation plans and estimate timelines based on requirements gathered.

4.3 Implementation & Integration

- **Part I, Program Design** – Build the Program including dashboards, reports, process, marketing campaigns, and customer support.
- **Part II, Implement Program** – Implement, execute, and maintain the Program.

4.4 Training, Monitoring & Measurement

- **Training** – Provide training on all platforms to Board Members and other designated administrators.
- **Measurement** – Ensure designated administrators are fully comfortable managing systems on a day-to-day basis.
- **Improve Adoption** - Explain how your consulting services package will ensure the goals and objectives of the Program are met and that the Armour Hills Homes Association members will benefit from the Program.

5. Consultant Information

Consultants must submit the following information to be considered:

- **Corporate Overview** – legal name; year of incorporation; number of employees; income statement if available; and a list of current business partners, if any.
- **Products & Services** – description of all products & services supplied.
- **Markets Served** – description of existing and past customers utilizing similar services. Programs developed for non-profit organizations and those served by volunteer board members are of particular interest.
- **Customer References** – provide 3 references of existing or past customers utilizing similar services.
- **Methodology** – provide a statement explaining how the proposed plan is a good fit with the Armour Hills culture.

6. Estimated Budget & Resources Required

All consultants must provide a breakdown of costs related to their Social Media Consulting and Communications services. Costs should include, but are not limited to, fixed pricing & deliverables, billable hours (time & materials based pricing), travel expenses, etc. Consultant must agree to keep the quoted pricing in their proposals for a minimum of 90 days after proposal submission.

Proposal should clearly identify costs associated with the initial design and development of the Program; implementation of the Program; ongoing maintenance of all platforms and data; and should anticipate the cost and schedule of significant updates of both software platforms and hardware owned by AHHA.

AHHA intends to begin design and development of the Program immediately and begin implementation in 2012. Once the Program is operational, the AHHA Board of Directors will budget for ongoing support and maintenance and any phased service expansions on an annual basis beginning on January 1 of each year. The Consultant will be responsible for submitting requested budget information to the AHHA Board of Directors on or before the October board meeting. At any point after the Program is fully operational, AHHA and/or Consultant may present or consider a multi-year contract; however, neither party will be required to enter into a multi-year contract to continue services.

Consultants may choose to respond to any or all of the work detailed in Section 2. AHHA realizes that service providers may specialize in either the planning and development of social media and communications programs or the implementation and maintenance of the programs. Responses will be considered complete if they address either Part I or Part II of the work or both as long as the consultant provides all required business documentation as listed in this RFP.

Finally, all proposals must include a project schedule & work breakdown structure, which identifies timelines, key milestones, project phases, or other project plan information.

Once notified, the successful consultant shall be prepared to deliver a preliminary project schedule to the Communications Chair by May 4, 2012, and deliver a formal presentation to the AHHA Board of Directors on May 15, 2012, at 7:00 PM.

END OF DOCUMENT