REQUEST FOR PROPOSALS

Child Abuse Prevention Month Advertising

OVERVIEW

Children's Trust is the statewide organization focused on the prevention of child abuse and neglect. Through training, research and advocacy, we equip parents and professionals with knowledge, skills and resources to help children grow up happy, healthy and safe. We invest in proven prevention programs, including home visiting for new moms, the Strengthening Families Program and Triple P (Positive Parenting Program). In addition, we lead the state's coordinated efforts for family resource centers, KIDS COUNT, prevention messaging and Child Abuse Prevention Month.

Children's Trust is seeking a vendor(s) for digital ad placement and graphic design for two initiatives:

1. Child Abuse Prevention (CAP) Month (April 2027) campaign. Budget $20,000-30,000.
2. Prevention messaging for SC Parents at scParents.org. Budget: TBD

Vendors can submit proposals for either or both initiatives.

Digital campaign(s) will align with our strategic and campaign goals to shift the narrative around prevention and promote access to prevention resources. Children's Trust prefers a vendor with experience in nonprofit branding who will consult with Children's Trust on campaign placement, themes, artwork, graphics and language.

Children's Trust will keep all proposals confidential.

SCOPE OF WORK

CAP Month Advertising Campaign

For CAP Month, the audience for this awareness campaign is broad and includes parents, community leaders, non-profit professionals and state-level decision-makers. Children's Trust is seeking recommendations for campaign tactics that may include digital programmatic display, episodic video, streaming audio, email marketing and billboard design. The general campaign theme has been set, but Children's Trust is seeking graphic support to design digital ads, billboards, social media, and more. The following should be included in the proposal

- Ad placement: Advertising placement for digital (display and/or social)
- Digital asset production that corresponds with the recommended advertising schedule
- Supplemental digital assets for partners
    - Social posts (1080x1080 for universal use on Facebook, Instagram and LinkedIn) – 12 to 15 different messages. These will be different messages than those used for Children's Trust.
    - Social cover photo (Facebook, Twitter and LinkedIn) – 1 template sized for each platform
    - Poster – 11x17 to post on the wall to promote community event templates
- Additional digital assets for Children's Trust
    - Social posts (1080x1080 for universal use on Facebook, Instagram and LinkedIn) – 12 to 15 different messages

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- Billboard – Design multiple sizes needed (i.e., 756px wide x 360px high AND 1504px wide x 416px high, etc.), 2 will be for CAP Month and 1 will be an awareness ad for SC Parents (if needed)
- Digital ads - Design multiple sizes as needed
- April is Child Abuse Prevention Month poster – 11x17”

- Reporting: Weekly reporting of campaign analytics during CAP Month is preferred, along with a wrap-up meeting with our Communications team in early May 2027 to review the results

Agencies submitting a proposal must include the following information:

- Ad placement recommended tactics by type, channel or platform for Child Abuse Prevention Month
- Ad placement recommendation for a modest year-round prevention messaging campaign to support scParents.org
- Projected budget with recommended percentages by type, channel and platform
- Sample work that shows expertise and experience
- If the respondent has not worked with Children’s Trust in the past, references with names and contact information of two business customers, non-profit references are preferred if available
- Any required contractual terms

Year-round prevention messaging

For broader prevention messaging, Children’s Trust is seeking recommendations for advertising to drive traffic to scParents.org and engage users with key features of the website: the events calendar, the Find Help resource database, and promotion of our parenting programs. The SC Parents audience includes parents, caregivers and those who work with parents. Children’s Trust has not set a budget for this initiative but anticipates that it will be modest. Proposals could be for a monthly or quarterly advertising schedule and may be targeted, i.e., geographically. The art for this campaign will expand on existing campaign elements or build on the CAP Month theme.

Respondents should include the following in their proposal

- Recommended ad spend by month and/or quarter that proposes tactics by type, channel or platform
- Proposed budget with recommended percentages by type, channel and platform
- Proposed ad design expenses
- If the respondent has not worked with Children’s Trust in the past, references with names and contact information of two business customers, non-profit references are preferred if available
- Any required contractual terms

SUBMISSION

Submit quotes to **Tina Applebee**, marketing manager, by email at tapplebee@scchildren.org, **no later than November 20** at 5 p.m.

Questions may be submitted via email to tapplebee@scchildren.org.

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