



# Request for Proposals (RFP)

## Messaging and Creative Campaign Development

### Overview

Children's Trust of South Carolina is seeking proposals from qualified vendors to develop messaging and creative concepts for a statewide marketing campaign. Vendor will preferably have experience in public health and/or normative messaging/awareness campaigns. The vendor will develop a comprehensive messaging strategy and campaign elements that target multiple audiences, including parents and caregivers, child-serving professionals, and local- and state-level decision makers.

Following are the broad campaign goals:

- Connect parents and caregivers to parenting services in their communities
- Normalize the use of parenting support services
- Mobilize communities to support and participate in offering parenting services
- Communicate value of Children's Trust role in supporting local programs

These messages will be informed by a recently-completed statewide study on the perceptions around preventing abuse and neglect, promoting child well-being, and funding prevention and promotion efforts.

There are two phases of this project as listed below, and they will be contracted separately with phase one informing phase two and its associated costs.

- Strategy, message and collateral development
- Ad placement

### Organizational information

Children's Trust is a 501(c)3 nonprofit organization whose mission is to strengthen families and lead communities to prevent child abuse and neglect. Children's Trust leads the state's coordinated efforts for the Strengthening Families Program; Triple P (Positive Parenting Program); S.C. Adverse Childhood Experiences Initiative; Maternal, Infant and Early Childhood Home Visiting; Child Abuse Prevention Month; and KIDS COUNT.

The organization provides funding, resources and training to help local program partners build strong families and positive childhoods. Communication resources, including funding and messaging, are growing to be a significant part of the support provided to local program partner organizations.

**A webinar for those interested in submitting a proposal will be held Wednesday, March 18 at 2 p.m. Registration is required. Register online at [schildren.org/events](http://schildren.org/events).**

This webinar will share how our work is guided by the following theories and frameworks:

- **Social and behavior change communication** is a framework for the systematic application of research-based communication processes and strategies to support change for individuals, organizations and communities by

positively influencing knowledge, attitudes and social norms. <https://healthcommcapacity.org/about/why-social-and-behavior-change-communication/>

- **Socio-ecological model** outlines the different levels of influence on individual behavior: individual, family/interpersonal, organization, community and policy. This is critical to our messaging matrix and audience definitions. Key messages will need to travel all levels of the ecological model. <http://www.esourceresearch.org/Default.aspx?TabId=736>
- **Protective Factor Framework** promotes that children are more likely to thrive when families have the support they need. There are five universal family strengths that will inform parent messaging: <https://cssp.org/our-work/project/strengthening-families/>
- **Frameworks Institute** messaging research on framing for [child abuse and neglect](#), [parenting](#) and [two-generation approach to supporting families](#).

## Scope of project

The campaign will have multiple audiences, which may require differing campaign strategies, message sets and creative assets:

1. **Parents and caregivers:** Connect parents and caregivers to parenting services in their communities and normalize that it is OK for parents to use parenting support services when they need it.
2. **Professionals and influencers:** Encourage support of parent and family well-being services, including those who work with parents and caregivers and have the resources and/or influence to support parent services, including state-level influencers and policymakers.
3. **Policy level:** Connect Children's Trust as a key partner in the family-strengthening and well-being continuum and build value for the intermediary functions the organization provides.

Services should include the following:

- Key message matrix for each target audience
- Comprehensive campaign plan that includes objectives, audience descriptions, strategies, tactics and suggested budgets. The framework of potential messaging platforms and strategies by audience should include but not be limited to print, broadcast, digital, email, events and influencer outreach.
- Range of campaign elements, templates, images and creative assets, designed and delivered for use by Children's Trust
- Range of campaign elements, templates, images and creative assets for distribution to and for use by community-based organizations and partners
- Strategies and campaign elements to reach Spanish-speaking audiences
- All final materials must be fully accessible for the hearing- and sight-impaired

This project will be managed by the communications team at Children's Trust, including Bett Williams, chief communications officer, and Maggie Lynn, marketing specialist. All materials will be developed to fit Children's Trust brand standards, which will be provided to selected vendor and in partnership with Todd Hooks, art director.

## Proposal requirements

All written proposals must include the following:

- A history of the vendor, including length of time in existence, experience in working with nonprofit organizations, experience in working on comprehensive public health and/or social norms awareness campaigns, and any other relevant information on the vendor. Please specify any experience in child maltreatment prevention communications.

- List of the vendor's key personnel who would be directly involved in working with the Children's Trust on this project and specifying the role each one will play. For each staff member, provide a biographical statement, including years employed by the firm, specific campaigns that the individual has coordinated, and relevant personal experience related to developing strengths-based campaigns that are informed by social norms research.
- A detailed list of services that the vendor is proposing, including number of meetings (in person or virtual) with the client and any optional services not otherwise noted in this Request for Proposals. Please include the plan for message testing.
- A proposed timeline of work with all contracted deliverables completed no later than May 30, 2021.
- A complete cost of services outlined in two phases:
  - Phase 1: All consultation, message development, testing and design costs with a list of optional fees.
  - Phase 2: Estimate of costs for additional production, placement and placement services/management. The proposal does not need to specify the production costs. The proposal needs to specify how the estimate of the plan was reached.
- The process, methods and inclusive practices that will be utilized to ensure the campaign is culturally diverse and inclusive. Please include information on the vendor practices to ensure they are a diverse, equitable and inclusive organization.
- A representative list of the organization's current and past clients for which marketing campaigns have been conducted.
- A list of references with name, title, and contact information (telephone and email addresses) for four discrete clients whose campaigns were successfully completed.
- A minimum of three samples of past campaign work for which the key personnel have played a direct role. Please include a brief description of the campaign that includes the creative concept and outcomes achieved. Please also include a sample messaging matrix.
- A copy of the firm's standard contract for these services.
- Any potential conflicts of interest.

## Submission of proposals

All components of the proposal should be contained within a single PDF document and appropriately labeled. Web addresses and/or links to sample work are acceptable. Any attachments to the proposal may not be considered. All proposals should be submitted by email to Maggie Lynn, marketing specialist, by 4 p.m., Thursday, April 16, to [mlynn@scchildren.org](mailto:mlynn@scchildren.org). A confirmation receipt will be sent by email within 24 hours. If you do not receive a confirmation, please call 803-744-4021. Any proposals received after the due date may not be considered.

## Evaluation process and criteria

Children's Trust will evaluate proposals according to the standards and requirements outlined in this RFP. Children's Trust may conduct vendor and reference interviews for those candidates who have progressed in the selection process. We anticipate that the contract will be awarded by June 30, 2020.

## Terms and conditions

Successful bidder will not release records or information related to Children's Trust unless an application for public information is submitted and approved by Children's Trust board of directors.

Children's Trust reserves the right to reject any or all proposals received, to request clarification of any proposal, to request a face-to-face interview, to waive informalities or irregularities, and to select a service provider not based solely on the lowest cost.

All work products and creative assets developed for this project will become the sole property of Children's Trust.

Pricing included in the proposal must be valid for at least 90 days and may not be modified, withdrawn or canceled.

Children's Trust will not pay for any information requested herein, nor is it liable for any costs incurred by the participant in responding to this request. All proposals submitted become the property of Children's Trust and will not be returned.

None of the information released either verbally or in writing shall be deemed binding to Children's Trust in any manner.

All proposals or offers must be signed by a duly appointed officer or agent of your company.

All proposals will be kept confidential.

Any questions regarding this opportunity must be submitted in writing to Maggie Lynn at [mlynn@scchildren.org](mailto:mlynn@scchildren.org). Additional information based on questions received during the RFP period will be posted to the website. Interested vendors are encouraged to check the page frequently throughout the submission period for additional information.