

Ad Placement and Awareness Campaign Plan for SC Parents



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 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 recently completed a significant redesign of its parent-focused website, scParents.org. The site is designed to connect parents and caregivers to the knowledge, skills and resources they need to help their families thrive.

The organization seeks vendors to support our SC Parents digital strategy with ad placement and other awareness activities for relaunching our website, scParents.org. The primary audience for SC Parents is parents and caregivers. The secondary audience is those child- and family-serving professionals who interact with families regularly.

Campaign and goals will align with our overarching digital strategy goal to increase awareness about this resource, drive traffic from across the state to scParents.org, grow our email list and build our social following on Instagram and Facebook. Experience with awareness campaigns and nonprofit brands is preferred. Children's Trust will provide guidance on the digital strategy, creative assets and awareness materials, but proposals should include the hourly rate for graphic design support for resizing ads and materials.

SCOPE OF WORK

Recommendations for a statewide ad campaign that includes, but is not limited to, the following:

- Digital ad placement;
- Awareness campaign plan that includes recommended awareness activities, including material distribution, public relations efforts and sponsorships; and
- Additional recommendations.

Flight duration and budget

Advertising will begin in July 2024 and conclude by September 2025.

The total budget for this project is \$100,000, which will be contracted separately in four installments of \$25,000. Responses should include a detailed budget, recommended timing and activities for each of the four campaign phases. Campaign phases can overlap if necessary. The budget does not need to include costs for material printing and distribution.

VENDOR(S) EXPECTATIONS

Vendor expectations include:

- Experience in developing statewide outreach strategies for increasing website traffic, building audiences and growing social followers;

- Experience in delivering creative solutions for reaching parents and caregivers;
- Experience in building awareness;
- Providing detailed interim and final project reports, including results and additional success measures and
- Experience in reporting and analyzing performance metrics.

SUBMISSIONS OF PROPOSALS

Please include the following information in your submission:

- A concise description of how the submitting organization will accomplish the project;
- Itemized quote with cost of services. Budgets or percentages should be recommended for each type of recommended advertising recommended, consultation, and reporting, as well as an hourly rate for graphic design support;
- Additional recommended services based on the proposer's expertise;
- Proposed timeline of work, including collaborative and timely check-ins;
- 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;
- Names and contact information for organizational representatives that would be working on the project, specifically identifying the project manager and other key account contacts;
- Names and contact information for two professional references who have used your services; and
- Samples or past successes or projects;

All proposal components should be contained within a single PDF document, appropriately labeled and in the above order. Web addresses and links to sample work are acceptable. Any attachments to the proposal may not be considered.

All proposals should be submitted by email to Tina Applebee, marketing manager, at tapplebee@scchildren.org by Friday, April 5, 2024. A confirmation receipt will be sent by email within 24 hours. If you are still waiting to receive confirmation, please call 803-744-4024. Only calls related to confirmation of receipt will be accepted. Any proposals received after the due date may not be considered.

TERMS AND CONDITIONS

A successful bidder will not release records or information related to Children's Trust or its entities 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 ninety (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 **Tina Applebee** at tapplebee@scchildren.org.