

# Request For Proposal

Family Support and Early Childhood Resources Awareness Project

New Hampshire Children's Trust

PROPOSALS DUE BY: November 10<sup>th</sup>, 2023, 12 p.m. EST

# Request for Proposal Executive Summary

<p>RFP: <b>Family Support and Early Childhood Resources Awareness Project</b></p>	<p>Proposal Due By: <b>11/10/2023</b></p>	<p><b>New Hampshire Children’s Trust (NHCT)</b></p>
<p><b>Project Overview:</b> New Hampshire Children’s Trust is soliciting strategic marketing and media creation firms to submit written proposals for the <i>Family Support and Early Childhood Resources Awareness Project</i>. The selected firm will be expected to assist in the creation of overarching strategy, branding, and branded content, as well as developing other agreed upon marketing tactics to ensure New Hampshire children and families are aware of supportive programming and resources.</p>		
<p><b>Project Goals:</b> <i>In partnership with NHCT and key stakeholders:</i></p> <ul style="list-style-type: none"> <li>● Goal 1: to create a comprehensive marketing strategy related to specific family supports and early childhood resources, programming, and community agencies.</li> <li>● Goal 2: to design and execute related branding and appropriate, inclusive, and engaging marketing materials.</li> <li>● Goal 3: to support the effective emanation of those marketing materials via placement services, translation, SEO, and other means.</li> </ul>		
<p><b>Scope of Work:</b> <i>Services may include, but are not limited to:</i></p> <p><i>Creating general awareness strategy, content, and other materials for New Hampshire’s:</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Family Resource Centers, services, and NH’s Family Support Network</li> <li><input type="checkbox"/> Early Childhood Regional System and related programs and resources</li> <li><input type="checkbox"/> Child care efforts, designations, and credentialling</li> <li><input type="checkbox"/> Other special projects and programs related to family support services</li> </ul> <p><i>Supporting the agreed upon emanation strategy of developed materials:</i></p> <p><i>Assisting in the development of reporting metrics to measure impact</i></p>		

<b>Submission Requirements:</b> <i>Proposals to be considered must be:</i> <ul style="list-style-type: none"> <li>• Submitted digitally by 12 pm EST on November 10<sup>th</sup></li> <li>• Include all required submission elements (<i>see below</i>)</li> <li>• Submitted by a legal business entity</li> </ul>		
Project Completion Date: <b>9/30/2024</b>		Budget: <b>\$500,000</b>
Contact: <b>Nathan Fink</b>	Email: <b>Nfink@nhchildrenstrust.org</b>	Phone #: <b>603.224.1279</b> <i>(email is preferred)</i>

## About New Hampshire Children’s Trust

Utilizing primary prevention strategies, New Hampshire Children’s Trust (NHCT) builds stronger families and safer communities by promoting evidence-based programming, standards of quality, and public awareness of family support programming and resources throughout New Hampshire. NHCT envisions a state where all children grow up free from abuse and neglect.

Founded in 1986, the mission of NHCT is to lead the drive to ensure safe, stable, and nurturing relationships and environments for children by educating, advocating, and collaborating. NHCT is NH’s chapter of Prevent Child Abuse America, a Children’s Trust Fund Alliance member, NH’s Community-Based Child and Abuse Prevention (CBCAP) lead, and more. Rooted in public health best practices, NHCT’s work is instrumental in affecting systemic change and has resulted in the continuation and further expansion of family strengthening efforts throughout the state.

# Project Overview

New Hampshire Children’s Trust is soliciting strategic marketing and media creation firms to submit a written proposal for the *Family Support and Early Childhood Resources Elevation Project*. This project entails working closely with New Hampshire Children’s Trust and other key partners to develop and execute overarching strategy, branding, and branded content, as well as developing other agreed upon marketing tactics and material that help New Hampshire families understand and access the variety of family support resources available across the state.

To be successful the *Family Support and Early Childhood Resources Elevation Project* invites creativity, flexibility, and fidelity to Federal compliance and measurable outcomes. A statewide effort, this project requires that any materials created be cognizant of existing local and regional efforts, as well as the agencies, organizations, and coalitions from which they originated. RFP respondents must be willing to facilitate cross-sector meetings with key informant and stakeholders to ensure materials generated are inclusive, diverse, and impactful.

A phased approach to the project is encouraged:



**Project Goals:** *The goals of this project include:*

- i. **MARKETING STRATEGY:** Development of a comprehensive, multi-tiered marketing strategy is key to success of this project. Clear strategy mapping and documentation is a must.
- ii. **EXECUTION & IMPLEMENTATION:** Creation of an engaging brand, branding, and supporting multi-media content and other related marketing tactics on a recommended and flexible timeline for rollout.
- iii. **ELEVATION & REPORTING:** Recommendations and positioning of created material for optimal visibility. Metrics to assess effectiveness and improvement.

To reach these goals, NHCT is now accepting bids in response to this Request for Proposal.

**Scope of Work:** *Marketing efforts may include but are not limited to:*

Awareness of specific systems or networks, websites, and/or other points of entry, such as:

- New Hampshire's child welfare system
- Regional Public Health Network
- Early Childhood agencies and coalitions
- NH-Connections.org
- NHEasy.gov
- NH Connections Information System (NHCIS)

Awareness of specific services and service providers, such as:

- Family Resource Centers and family support programs
- Early Supports and Services (ESS)
- Head Start and Early Start

- Out-of-school time
- Child care related services, resources, and efforts

Awareness of child and family related designation and credentialing, such as:

- Family Resource Center of Quality (FRC-Q)
- Granite Steps for Quality (GSQ)
- Other credentialing efforts

Awareness of child care and family supported provider-related processes

- New-user profile creation
- Provider Background checks

**Project Completion Date:** 9/30/2024

Pending workflow, necessary approvals, and other unforeseen events, this date may be shifted accordingly.

**Budget:** \$500,000

## **RFP Evaluation Metrics:**

NHCT will evaluate bidders and proposals based on the following criteria:

- Completeness of proposal
- Previous experience/past performance history
- Project Understanding
- Samples and/or case studies from previous projects
- Projected costs
- Experience and technical expertise

## Submission Requirements

Bidders must adhere to the following guidelines to be considered:

- Only bidders who address all metrics in the evaluation section should submit a proposal.
- Proposals must be submitted digital with all sections clearly marked (see below) to: [Nfink@nhchildrenstrust.org](mailto:Nfink@nhchildrenstrust.org)
- Proposals must be received by 11/10/2023 not later than 12 pm
- Proposals should include:
  - A letter of interest
  - A company or organization background/history
  - Key staff list
  - Explanation of general approach to the project
  - Sample Activity Timeline
  - Budget and budget narrative
  - Work samples
  - References
  - Point of Contact (POC) information
  - Signature and date of authorized individual

## NHCT Contact Information

**To submit proposals**, or for questions or concerns connected to the RFP, contact:

Nathan Fink  
[Nfink@nhchildrenstrust.org](mailto:Nfink@nhchildrenstrust.org)