



REQUEST FOR PROPOSAL

Donor Engagement Campaign & Community Outreach

RFP DECCO05202021

Mission Statement: To advocate, connect and deliver social services to communities ensuring a dignified and meaningful life for all.

Project Amistad (PA), a 501 (c)(3) nonprofit agency, is soliciting Requests for Proposals (RFP) from qualified Marketing, Advertising, and/or Public Relations firms to create and run a Donor Engagement Campaign and Community Outreach for the agency's various funded programs. The following contents in the RFP will outline the background of our organization, the purpose, and the services being sought for the Donor Engagement Campaign and Community Outreach.

During the evaluation process, PA reserves the right, where it may serve PA's best interest, to request additional information or clarifications from prospective Marketing, Advertising, and/or Public Relations firms to allow corrections of errors or omissions. Throughout this procurement process, facts and requests for information may warrant PA to make amendments to this RFP. Should this occur, all known respondents will be notified in writing. PA will retain all submittals for future reference.

PA will receive sealed competitive proposals for the Donor Engagement Campaign and Community Outreach, and must include one digital (USB) copy and 4 printed copies. Proposals will be delivered in person by 4:00 p.m. MST, June 3, 2021, addressed to Ms. Vianey Esparza, Community Relations Manager, Project Amistad, 3210 Dyer Street, El Paso, Texas 79930. No submittals will be accepted after 4:00 p.m., MST and will be unopened and returned to the offeror. For Q&A submittals, please email vesparza@projectamistad.org by 5:00 p.m. MST, May 26, 2021. Each proposal and supporting documentation must be in a sealed envelope or container plainly labeled in the lower left-hand corner "RFP DECCO05202021 Donor Engagement Campaign & Community Outreach for Project Amistad" with the closing date and time.

Upon consideration of the submittals, PA reserves the right to accept or to reject any and all submittals, to waive technicalities, and to make any investigation deemed necessary concerning the submitter's qualifications to provide the services covered by the specifications, and to accept what in PA's sole judgement is the most qualified submitter.



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I. Description of Project Amistad (PA)

A. Background Information

PA is a 501 (c)(3) nonprofit agency established in 1976 to provide transportation and social services to elderly persons, persons with disabilities, persons at-risk and persons in need. PA currently manages 22 different programs of various sizes, funded by federal, state, and local entities. As of May 1, 2021 PA had approximately 130 employees.

B. Vision, Mission and Values

Vision

- Every Individual has access to services that promote a quality life through the Amistad spirit of compassion.

Mission

- To advocate, connect, and deliver social services to communities, ensuring a dignified and meaningful life for all.

Values: RHISE to the Occasion

- Respect: We meet our clients and guide them to reach their full potential.
- Honesty: We maintain public trust through strong fiscal discipline and transparent communication.
- Integrity: Our first line of accountability is to our clients and their wellbeing and health.
- Service: We lead by serving, setting the example for others to follow.
- Excellence: Our community of staff, stakeholders, and partners hold themselves to the highest level of excellence in delivery of our mission.

C. Purpose

Currently, Amistad relies on the annual fundraiser, the Lucy G. Acosta Humanitarian Awards, sponsored mainly by corporate and community partners. However, the pandemic has shed light on the need to attract and retain recurring donors as well. Although Amistad has individual committed donors, there is a need to expand the current donor base and reach people who are not familiar with PA's Mission.

Creating a hefty, continuous donor base is imperative to delivering services and to the sustainability of the agency. Based on PA's Strategic Plan, Goal IV is to strengthen the



Amistad brand through existing marketing toolkits for increased communication, education, and outreach regarding the breadth and impact of the PA’s Mission and programs. This is true not only for the clients served, but also to the community at large.

D. Term of Engagement

The term of engagement for this project is one year from date of contract award. This includes the six-month Donor Engagement Campaign from June 2021 to December 2021 and Community Outreach for the various funded programs from June 2021 through June 2022. This contract must remain in effect until the expiration date, performance of services ordered, or termination by either party with a 30-day written notice. Such written notice must state the reason for cancellation. PA does not guarantee any specific amount of compensation, volume, minimum, or maximum number of services under this proposal and resulting contract.

II. Scope of Work

What do we want out of the Donor Engagement Campaign & Community Outreach?

The goal is to create a six-month Donor Engagement Campaign that recruits and retains donors, expanding the current donor base. By launching a successful campaign that targets individual donors, it creates sustainability for PA not only during the pandemic, but into the future. This transforms a short-term project into a long-term goal. In addition, PA is requesting Community Outreach for the various funded programs offered throughout the year, based on each programs’ budgets. Funded programs include, but are not limited to, Amistad For Veterans Project, Amistad Counseling Center, Peer Support Specialist Network Program, Medicare Improvements for Patients and Providers Act (MIPPA), and transportation programs, among others.

III. Deliverables

A. Requirements:

- Propose innovative ideas for a Donor Engagement Campaign and Community Outreach for funded programs
- Include an integrated multi-channel communication plan

B. Donor Engagement Program:

- Strengthen PA’s brand to attract new individual donors
- Leverage PA’s new website and donor engagement software, Classy.org
- Integrate public relations, traditional and digital marketing into campaign
 - Press Releases, Media Events, Public Events, Media Buys, etc.
- Create content for campaign, including but not limited to, digital ads, print ads, billboards, brochures, video, photography, based on need and budget
- Tell our story, clients’ stories

C. Community Outreach for Funded Programs:

- Educate community on programs offered by PA
- Create content, including but not limited to digital ads, print ads, billboards, brochures, video, photography, based on each programs’ needs and budget



- Media buys
- D. Budget:
- Donor Engagement Campaign - \$27,000
 - Funded Programs Community Outreach – Varies depending on program and grantor
- E. Time frame for Design:
- Donor Engagement Campaign: Run from June, 30 2021 - December 31, 2021
 - Community Outreach for Funded Programs: Year-round, based on the grantors’ end of Fiscal Year
- F. Added Values
- Corporate Social Responsibility – elaborate on community involvement, volunteering, and/or donations

The following is the proposed calendar of events for the selection of the Marketing/PR firm. Dates are subject to change.

| Activity | Date |
|--|------------------------------|
| Release Request for Proposal | May 20, 2021, 4:30 PM MST |
| Respondents asked to submit questions ahead of time to allow management to have prepared responses. Q&A’s submitted are shared with all firms. | May 25-26, 2021, 5:00 PM MST |
| Respondent questions answered and shared with all firms. | May 27, 2021, 5:00 PM MST |
| RFP Due | June 3, 2021, 4:00 PM MST |
| Top 3 vendors notified for presentation | June 4, 2021, 5:00 PM MST |
| Presentations/review process | June 8, 2021, TBD |
| Selection of vendor | June 9, 2021, 5:00 PM MST |
| Vendor Notified | June 10, 2021, 5:00 PM MST |

IV. Evaluation Criteria

- A. All proposals will be evaluated by an evaluation committee, which will include the Community Relations Manager and other members of the Corporate Management Team (CMT).
- B. Respondents to this RFP may be required to submit additional information that PA may deem necessary to further evaluate the offeror’s proposal.
- C. The committee will select the top three proposals and will schedule an interview session, in which the respondents will provide a presentation of their RFP.
- D. Scoring criteria
- Complied with delivery method
 - Followed Proposal Format and Content (Section V)
 - Effectively addresses Scope of Work and Deliverables in a Sample Project Plan
 - Ability to meet Scope of Work and Deliverables requirements



- Previous experience and credentials in developing campaigns for nonprofits or similar organizations
- Knowledge of nonprofit campaign best practices
- Budget/Pricing
- Added Values/Corporate Responsibility
- Historically Underutilized Businesses (HUB)
- References
- Concise and clear presentation

V. Proposal Format and Content

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As part of your proposal, please address and follow the format below:

- Limit 16 pages (including cover page)
- Provide an introduction and summary of firm
- A summary of experience working with nonprofits or similar organizations
- Details regarding your campaign and community outreach management process
- Scope of Work and Deliverables - provide sample project including a timeline and how it will be accomplished
- Sample Budget – propose how funds will be spent for Donor Engagement Campaign
- Identify who will be involved on your project team, including their relevant experience and credentials
- Added values - List your firm’s commitment to Corporate Social Responsibility within the community
- List existing client references
- List any conflicts of interest
- If applicable, provide support documentation of being a Historically Underutilized Businesses (HUB)
- Include the name and contact details of persons to be approached for clarification of the proposal

VI. Additional Information or Clarification

Vianey Esparza

Amistad Community Relations Manager

vesparza@projectamistad.org



While not the sole determining factor, special consideration will be given to Historically Underutilized Businesses (HUB) as defined by the state of Texas HUB program. If your firm is a HUB, be sure to include the HUB Certification Number as HUB businesses are encouraged to respond to this RFP.

PA is an Equal Opportunity Employer. PA does not discriminate based on race, religion, color, sex, gender, identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status of any other basis covered by appropriate law. All employment is decided based on qualifications, merit and business need.

PA expects the respondent to be in compliance with Title VII of the Civil Right Act and with EEOC Laws and Regulation and prohibits discrimination in employment based on race, color, religion, sex, gender, gender expression, gender identity, genetic information, national origin, age, ancestry, creed, and denial of family and medical care leave, disability (mental and physical), marital status, medical condition, and sexual orientation. The respondent must include this paragraph and state that the firm / company complies.