



**REQUEST FOR PROPOSALS
MEDIA CAMPAIGN DEVELOPMENT AND MARKETING SERVICES**

for

Waymakers

RETURN PROPOSAL TO:

info@waymakersoc.org

Waymakers

1221 E. Dyer Road, Suite 120

Santa Ana, CA 92705

ATTN: Media Campaign Development and Marketing Services RFP

DEADLINE FOR PROPOSAL SUBMITTAL:

5:00 p.m., September 17, 2019

Waymakers
Request for Proposal
Media Campaign Development and Marketing Services

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INTRODUCTION

Waymakers is seeking proposals from qualified, knowledgeable, and experienced companies to provide Media Campaign Development and Marketing Services as part of an initiative to prevent family violence (FX) across California. Waymakers anticipates contracting with a single organization until December 31, 2020.

This request for proposal (RFP) contains background information on Waymakers and specific information that must be included in the proposals submitted. An electronic version of the proposal must be received no later than **Tuesday, September 17, 2019 on or before 5:00 p.m. PT**. Any submissions received after this date will not be considered as valid unless acts of nature prohibit the bidder from meeting the deadline.

Electronic copies must be delivered via email to info@WaymakersOC.org. If necessary, physical copies may be delivered directly to our office at the following address:

Waymakers

1221 E. Dyer Road, Suite 120
Santa Ana, CA 92705

Attn: Media Campaign Development and Marketing Services RFP

Format: all responses to this RFP should be:

- In pdf format
- Limited to 10 pages (excluding attachments and the Executive Summary)
- Typed on 8.5 X 11-inch paper utilizing the Times Roman 12-point font
- Each page must be clearly numbered and reference the respondent's name

Responses to the RFP will be accepted from all qualified contractors who are able to meet the required specification set forth in the RFP.

Provider Status

Contractor shall be responsible for all personnel actions including hiring, training, supervision.

RFP Inquiries

Info@WaymakersOC.org shall be the sole medium of contact from the date of release of this RFP until the announcement of its award. All questions and/or issues should be submitted in writing by email to info@WaymakersOC.org and must have "Media Campaign RFP" in the subject line. Any oral communications with Waymakers will be considered unofficial and nonbinding. Vendors should rely only on written statements and electronic communications issued from info@WaymakersOC.org. This document contains proprietary and confidential information pertaining to Waymakers. The information contained in this document may not be published, disclosed or used for any purpose other than to prepare the response to this Request for Proposal (RFP), without the prior written consent of Waymakers.

AGENCY OVERVIEW

Waymakers is an Orange County nonprofit organization committed to helping individuals who are experiencing conflict and crisis make their way to a place of strength and stability. Waymakers was established in 1972 at the University of California, Irvine and has since grown significantly in size and scope of program services. Specifically, Waymakers programs include:

Sheltering Children ages 11-17 who are homeless, runaway, abused, or those struggling with mental health issues. Waymakers Youth Shelter Program offers a short-term crisis intervention residential program with the goal of family reunification. Children are given emergency shelter (usually 21 days), regular meals, 24-hour supervision, individual, group and family counseling, academic tutoring, safety education, life skills development activities, and aftercare services.

Supporting Victims of crime and surviving family members as they learn to cope with the aftermath of crime. Waymakers Victim Assistance Programs provide comprehensive services for individuals who are victims of any types of crime. Waymakers advocates for victims' rights, provides emergency assistance in the aftermath of crime, provides on-going support to alleviate the trauma, and eases the process of participation in the criminal justice system.

Counseling Families and youth by providing early intervention and needed support services. Waymakers Youth Development Programs work with juveniles who have come to the attention of law enforcement, children whose behaviors or mental health concerns impact stability in their homes or create high risk for gang involvement, or youth who have complex needs based on mental health concerns and involvement with the criminal justice system.

Resolving Conflicts by providing trained mediators to help individuals experience conflict find ways to communicate their concerns and arrive at resolution. Waymakers Dispute Resolution Services' trained volunteer and staff mediators guide disputants through a best practice model of conflict resolution in order to find an agreement that works for individuals on both sides of the conflict.

Educating Communities through sexual assault, human trafficking, family violence, and alcohol, tobacco, and other drug prevention and education programs that provide members of the Orange County community information needed to lead healthier and safer lives. Waymakers provides education, technical assistance, and media campaigns through a diverse network of community partners.

Waymakers staff members are located in sites throughout Orange County. The agency has just over 300 employees and utilizes more than 1,500 volunteers each year. Revenue for fiscal year 2017-2018 was just over \$21M. The agency serves more than 120,000 individuals each year.

Waymakers' annual revenue is primarily obtained through grant funding from federal and state government grants and contracts. As the recipient of federal funds Waymakers is obligated to ensure that all funds are used prudently in support of its mission and in full compliance with federal grant management requirements. Waymakers satisfies this responsibility by periodically reviewing services received from all vendors and seeking competitive proposals to maintain compliance with federal wards procurement requirements.

OBJECTIVES

Family violence (FX) can occur within spousal or parent-child relationships and is commonly characterized by a pattern of physical, sexual and psychological aggression between family members. It often occurs across multiple subsystems through an intergenerational transmission of violence. Addressing FX at a statewide level is essential. At the societal level, it is influenced by structural factors, values, beliefs and norms. Although women are often the victims of domestic violence, children have widely been considered the unseen victims, and those exposed to it exhibit higher rates of emotional and behavioral difficulties. It has been found that children who have experienced abuse and were able to resolve family conflict and develop a supportive, non-abusive, and stable relationship with a parent or intimate partner, were able to develop a secure attachment with their own children. This supports the opportunity for preventing FX through interrupting the cycle of violence, and gives a specific target that can be affected by a large-scale campaign.

SCOPE OF SERVICES

The primary scope of work is to partner with Waymakers to develop an effective FX prevention media campaign in the state of California through an evidence-informed, public health process. The campaign will mainly focus on digital and social media. Contractor will serve as the creative content and media marketing/advertising experts while Waymakers and statewide stakeholders will serve as the subject matter and public health experts. Contractor will also be working closely with the evaluation consultant team, EVALCORP, during the development and evaluation process.

Creative Content and Assets Development

Work closely with Waymakers and EVALCORP to develop media assets that are best representative of the formative research findings. Waymakers and EVALCORP will be responsible for conducting and evaluating the initial formative research to guide the development of creative content and assets. Formative research will consist of key informant interviews with prevention experts, focus groups with community members, and a literature review. The media content drafts will be pilot tested with statewide stakeholders to obtain feedback. After the pilot testing phase, the contracting agency will work with Waymakers and EVALCORP to make any necessary adjustments to ensure the messaging and imaging is appropriate and ready for the campaign launch beginning April 2020.

Campaign Marketing Strategy Development

Work with Waymakers to develop an agile marketing strategy and establish key performance indicators to monitor the reach and engagement of the FX Campaign. Contractor will work on strategies to precisely target ads to specific demographics based on risk factors identified in the formative research.

Manage Performance Channels

Monitor ad performance and customer behavior analytics near daily, and use this performance feedback to revise ad placement and/or develop additional media pieces to ensure best conversion and reach/engagement with the target audiences.

Reporting and Updates

Provide a summary report each month with key data points summarized and matched with goals. Contractor will also have weekly reporting with Waymakers on the performance of the media pieces. Weekly updates can be through email, phone, or in-person.

Evaluation of Campaign Impact

Assist with the final evaluation of the campaign. Using the key performance indicators and monthly summary reports, contractor will assist Waymakers and EVALCORP in establishing the evaluation guidelines to assess the reach, engagement, impressions, and overall success and impact of the media campaign. Contractor will also assist in the development of the final report that will disseminate these findings to the funder and statewide stakeholders of the FX campaign.

CONTRACTOR REQUIREMENTS

Cal OES Requirements

1. Contractors must not have been suspended or debarred from participation in federal awards prior to entering into the contract. Per 2155.1 of the Cal OES Subrecipient Handbook, contractors must submit to Waymakers either a self-certification statement indicating the contractor and their principals are not suspended or debarred, or verify their eligibility to participate in federal award via the federal Excluded Parties List System (EPLS).
 - a. Self-Certification:
The Self-certification statement should contain language certifying that neither the organization nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in the transaction by any federal department or agency.
 - b. EPLS Verification:
Verification of eligibility of prospective vendors/contractors may be obtained via the federal System for Award Management (SAM) website at www.sam.gov.
2. Contractors will be compliant with Equal Employment Opportunity per Executive Order 11246 as amended by Executive Order 11375 and supplemented at 41 CFR 60.
3. Contractors will be compliant with the Drug-Free Workplace Act of 1990. For more information on the Drug-Free Workplace requirement, please see section 2152 of the 2019 Cal OES Subrecipient Handbook.
4. Contractors shall not use Cal OES grant funds for the purpose of lobbying, as required by Section 1352, Title 31 of the U.S. Code, implemented as 28 CFR Part 69.

Reporting Requirements

Every month, the contractor will provide a progress report on the past month and an action plan for the upcoming month. Reports will be submitted via email to Waymakers project staff.

Payment Plans

The total cost of Management, Services, and Creative fees will be billed to Waymakers in monthly increments. Invoices will be submitted on the first of the month with NET 30 payment terms beginning when the agreement is executed.

Media spend will be billed and paid directly by Waymakers through current agreements or invoiced through third party providers, subject to Waymakers right to approve the media spend in advance.

PROPOSAL PREPARATION

*Your response must include a reply to each requirement below and **not exceed 10 pages in length.***

In order to facilitate the review process and obtain the maximum degree of comparison, your proposal should include the following information:

SECTION I - PROPOSAL

Title Page

Show request for proposal (RFP) subject, name of proposer's company, address, telephone and fax numbers, name of contact person, and date of submission.

Executive Summary

A one- or two-page summary stating the proposer's understanding of the work to be done and making a positive commitment to perform the work in a timely manner.

Table of Contents

A clear identification of the material by section and page number.

Company Profile and Operations

Give a brief overview of your company's history along with the mission and/or vision. Include background information on the company, including years in business, location of office(s), access to resources and the number of employees.

Qualifications and Relevant Experience

Give a brief overview of your company's history of providing creative content development and marketing services. Describe your experience in providing the following services: creative content and assets development, marketing strategy development, and management of performance channels. Please identify the team that will be assigned to this project and describe how you plan to interact with Waymakers and any third party providers that may provide services. Include description of qualifications, description of lead personnel, amount of time and personnel to be expended. Please describe how equipment and facilities will be utilized on this project, if applicable.

Proposed Approach and Solution

Please provide and describe a plan to accomplish the stated objectives and fulfill the required scope of work.

References

Include references from at least one current or previous client, preferably from a nonprofit organization. The information should include the name of the organization and the key contact at the organization (CFO, chair, treasurer, etc.), contact information (e-mail and phone) for the key contact, the services performed by your firm, and the period of time the reference has been a client of the company.

SECTION II - COST PROPOSAL

Include a cost statement showing proposed fees to perform the services outlined. Include any applicable non-profit or in-kind rates.

EVALUATION CRITERIA

The proposals will be evaluated on the basis of the following criteria and point ranges:

Company Profile and History	0-20
<ul style="list-style-type: none"> ▪ Company has sufficient size and depth of management, resources and staff to support the services required and ability to maintain continuity of project. ▪ Company has been in business for at least five (5) years providing creative content development and marketing services as the primary function of the business ▪ Adequately explains differentiating factors from competitors and their relevancy. ▪ Meets all the contractor requirements set by the Cal OES Subrecipient Handbook. 	
Qualifications and Relevant Experience	0-20
<ul style="list-style-type: none"> ▪ Detail your experience in providing the following services: creative content and assets development, marketing strategy development, and management of performance channels. ▪ Experience and qualifications of the team assigned to the account for providing services to similar size and scope. Addresses third party/subcontractor relationships if applicable. 	
Proposed Approach and Solution to Scope of Service	0-25
<ul style="list-style-type: none"> ▪ Proposed work plan details information regarding fulfillment of the project scope. ▪ Proposal addresses key areas of scope including: creative content and assets development, marketing strategy development, and management of performance channels. 	
References	
<ul style="list-style-type: none"> ▪ Reputation of the business and satisfaction of its services as expressed by current clients and references. 	0-10
Cost Factor: Cost Proposal	0-25
<ul style="list-style-type: none"> ▪ Explanation of pricing model(s) for ongoing services and one-time cost. Vendor details the cost including all project components and other associated expenses. 	
TOTAL POINTS	0-100

ANTICIPATED TIMELINE

Except for the proposal due date and deadline for questions, Waymakers reserves the right to change the timeline without notice.

ELECTION PROCESS	TIMEFRAME
RFP Issuance	September 3, 2019
Deadline for Questions	September 13, 2019
Vendor Proposals Due	September 17, 2019
Selection of Vendor	September 20, 2019
Contract Negotiations & Award by Waymakers	September 2019
Project Start Date	October 1, 2019
Project End Date	December 31, 2020

BID EVALUATION PROCESS

The Selection Committee, comprised of Organization staff, will be responsible for evaluating the proposals. This team, in accordance with the criteria listed below, will evaluate all proposals received as specified. The Organization committee members, in applying the major criteria to the proposals, may consider additional sub-criteria beyond those listed.

The final selection will be the firm which, in the Organization's opinion, is the most responsive and responsible, meets the Organization's requirements in providing this service, and is in the Organization's best interest. The Organization maintains the sole and exclusive right to evaluate the merits of the proposals received.

Firms will be objectively evaluated based on their responses to the project scope outlined in the RFP. The written proposal should clearly demonstrate how the firm could best satisfy the requirements of Organization. Respondents who are eliminated from further competition will be notified by the Organization as soon as practical.

Waymakers reserves the right to amend this RFP, to cancel this RFP, and/or to make no award under this RFP. Waymakers reserves its right to eliminate an offer at any time for any reason. Waymakers reserves the right to make a full or partial award in response to this RFP.

At any time prior to the deadline for submission of bids, Waymakers may amend the offering documents by issuing addenda. Any addendum issued shall be part of the offering documents and shall be communicated in writing to all who have obtained the offering documents directly from Waymakers.

Waymakers reserves the right to withdraw, or reduce the amount of award or to cancel any contract resulting from this procurement if adequate funding is not available.

Waymakers advertises RFPs on its website