



Community Action Partnership of Western Nebraska
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March 2017

Request for Proposals for Marketing Services

Proposal Deadline: 5:00pm MT, Friday March 31st, 2017

Community Action Partnership of Western Nebraska (CAPWN), a nonprofit organization located in Gering, Nebraska, requests proposals for comprehensive marketing services.

Questions regarding this RFP should be directed to Leigh Thompson at lthompson@capwn.org no later than 5:00pm MT on March 31st. Responses to all questions will be sent via email within 3 days.

Electronic submissions of the proposals are required and must be submitted to Leigh Thompson at lthompson@capwn.org with "RFP Submission for Marketing Services" in the subject line.

Presentations from interested applicants will be held during the week of April 3rd through April 7th, 2017.

Summary

With this Request for Proposal (RFP), CAPWN seeks to acquire the services of a qualified marketing firm to support its marketing initiatives. CAPWN invites proposals from interested marketing agencies with experience in brand development and management; marketing; social media strategy, implementation, and management; website design and development; and market research.

Preference will be given to agencies providing a broad range of services; subcontracts with local providers are acceptable.

Bidders must follow exactly, and be responsive to, ALL requirements of this RFP. It is the bidder's responsibility to provide all specified materials in the required form and format. Responses that are not in the required form and format will not be considered.

The work to be performed will support CAPWN's primary revenue generating business of the Health and Dental Clinics, as well as promotion of programming for all departments within CAPWN.

The contract period will be May 1st – October 31st, 2017. Based on performance, the contract may be extended on a no-bid basis. Details pertaining to a contract extension are to be determined.

Background

Helping people. Changing lives.

Community Action Partnership of Western Nebraska is a Community Action Partnership and member of a national network of over 1,000 community action agencies across America. We are a non-profit community based health and human services organization that serves low-income, disadvantaged, and those unable to meet their needs through other sources. Our focus is on the total health of our population. The agency was established in 1965 and provides services to individuals, children and families in three main program areas:

- Clinical Health Services
- Community Health Services
- Supportive Health Services

CAPWN Mission: To provide quality services and promote learning opportunities to improve and nurture the health and well-being of Western Nebraska communities.

CAPWN Key Beliefs:

INTEGRITY- We treat all people with dignity and respect.

COMPASSION- We believe working compassionately with people enriches all.

INCLUSION- We are inclusive and advocate for diversity.

COLLABORATION-We believe working in partnerships strengthens communities; we seek mutually-beneficial partnerships that advance a common mission.

INNOVATION- We embrace opportunities to learn, grow and make wise choices

CAPWN Statistics

- Number of Patients/Clients Served - In 2016, the Health Clinic served 6,540 unduplicated patients.
- Annual Revenue : \$9 million
- Counties Served : The 11 Counties of the Panhandle of Nebraska

CAPWN Marketing Goals

Working in collaboration with the Executive Team at CAPWN, the marketing contractor will work towards and measure efforts against the following goals:

- Drive measureable traffic and leads to CAPWN Health Clinic and Supportive Programs in order to increase revenue to programs especially the Health Clinic.
- Build greater community awareness of CAPWN's programs and position CAPWN as an innovator and non-profit leader in the community

Scope of Work

The scope of work will include the following:

Strategy

- Serve as CAPWN's expert advisor for the development and implementation of marketing strategies for its primary revenue generating programs and services
- Develop a marketing plan focused on achieving CAPWN's Marketing Goals
- Provide graphic design and content development for digital, print, and collateral material, as requested
- Provide strategic support, including planning, development, and execution; multi-channel outreach; and branded material development

Digital

- Provide website design, development, and content services, as needed.
- Provide social media strategy development, content, and execution.

Market Research

- Conduct market research to identify target population segments with the highest revenue generating probability, as needed

Branding

- Advising CAPWN on maintaining brand consistency
- Making recommendations on brand advancement

Response Requirements (minimum requirements)

For ease and efficiency of review, CAPWN has specified the numbering protocol below for bidders. Please follow this numbering protocol exactly, and do not re-number, insert numbers, or otherwise modify the sequence. Responses that do not follow this numbering order will not be considered.

1. Company profile

- a. Name of the business, contact person, and contact information: Provide address, telephone, mobile telephone number, fax number, e-mail address, and web address, as applicable.
 - b. Statement of ownership: Describe the type of business entity (sole proprietorship, corporation, LLC or other), and list the majority and minority owners.
 - c. List of subcontractors. If applicable, provide company name, contact person, address, and telephone number, and intended percentage of work to be performed by any subcontractor.
2. Qualifications
- a. Provide a brief description of your firm, including its founding and history; number of employees; service areas; and, awards or other forms of recognition.
 - b. Provide a description of your work process.
 - c. Special consideration: Describe the experience with and knowledge of your firm's personnel, in the context of their careers.
 - d. Special consideration: Describe why and how your firm is uniquely positioned to serve as CAPWN's lead marketing strategist, implementer, and advisor.
3. Experience and ability to perform this work
- a. Describe the approach your firm would undertake to successfully complete the tasks described in the Scope of Work
 - b. Provide examples of relevant work and / or case studies.
 - c. Provide a minimum of three (3) client references. Preference will be provided to applicants who include a reference with similar experience in working with a Health Clinic, Hospital, and/or Non-Profit.
 - d. Provide a list of personnel who would be assigned to CAPWN work, along with their credentials and experience.
4. Pricing
- a. Provide a schedule of fees for all relevant services described in the Scope of Work including cost of Ongoing Consulting, Management, and Strategy Development; Digital Marketing Services; External Collateral; Content Development and Website Maintenance; Public Relations; and, Paid Media.
 - b. Based on your approach, provide an estimate of the annual number of hours required for each service area described in 4a.

Award

CAPWN reserves the right to alter the timing of the start of any work described above, to not proceed with some or all of the work, and to contract with more than one vendor for services described within this RFP. CAPWN reserves the right not to award a contract for this RFP, and will not reimburse the cost incurred by bidders who respond to this notice.

Anticipated Timeline

- Request for Proposal Distributed March 15, 2017
- Question & Answer Period March 15 – March 30, 2017
- Proposal Due Date March 31, 2017
- Interviews dates April 3 - April 7, 2017
- Contractor Selection April 17, 2017
- Commencement of Contract May 1, 2017

Responses to this RFP must be delivered electronically to CAPWN by 5:00pm MDT, March 31, 2017. Responses submitted after will not be accepted.