

Memphis Area Legal Services

REQUEST FOR PROPOSALS

MARKETING, COMMUNICATIONS, SOCIAL MEDIA PLAN AND SERVICES

JANUARY 30, 2017



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1. SUMMARY

Memphis Area Legal Services, Inc. (MALS) is accepting proposals from firms to provide marketing, branding, communications and social media services. The selected candidate will be responsible for assisting MALS' Development Committee and senior staff with the conceptualization, development and implementation of a comprehensive marketing and communications plan. The purpose of this RFP is to create a guide to all interested candidates and to provide the candidates with the evaluation criteria against which they will be judged. MALS currently has a marketing and communications framework that can serve as a framework to the development of specific strategies to enhance the firm's current efforts.

2. PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process.

Proposals received after 12:00pm/noon CST, Friday, February 17, 2017, will not be considered.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-contractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and EIN of the sub-contractor. MALS will not refuse a proposal based upon the use of sub-contractors. However, we retain the right to refuse the sub-contractors that have been selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

3. CONTRACT TERMS

MALS will negotiate contract terms upon selection. All contracts are subject to review by MALS' Board of Directors, legal counsel, Development Committee and management team. A contract will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

4. PURPOSE, DESCRIPTION AND OBJECTIVES

Purpose

MALS currently has a marketing and communications plan that needs to evolve to serve changing organizational priorities and community needs. An opportunity exists to reimagine the firm's current plan to better reflect the mission of MALS and incorporate the latest strategies and technologies to create a robust plan that will increase MALS' brand identity and create effective messaging to donors, constituents, and partners. Upon completion of the plan, the selected candidate will assume partial responsibility for ongoing marketing and communications services. All content and work product developed and executed under any contract will become the sole property of MALS.

Description

The successful contractor will create a comprehensive and flexible marketing and communications plan that includes branding and social media strategies. The plan and ensuing services must be able to create a foundation upon which all marketing and communication efforts will be built. MALS will maintain ultimate editorial control of all plans and content, without causing significant delays in the publishing of new information.

Objective

MALS' primary objective is to continue to build brand identity, awareness, and interest in the organization and the services it provides.

Our Vision

- Maximize web-based technologies
- Build donor loyalty and enhance client relationships
- Improve program delivery and service
- Provide interactive, web-based information
- Increase organizational support

Specific Strategies

- Increase awareness of MALS' mission and promote involvement through programs
- Retain current donors and program participants and gain new ones
- Strengthen relationships with community partners, donors, members, program participants, volunteers and staff
- Attract qualified and diverse staff
- Improve business efficiencies

- Present comprehensive information and resources in an easy-to- use format
- Increase web-site prominence
- Integrate brand messaging into all aspects of the organizations' communications
- Deliver a consistent image
- Deliver a scalable, maintainable foundation for all marketing and communications efforts

MALS must tell its story through the use of compelling visuals, intuitive web presence, and concise messaging.

5. TIMELINE

- This RFP is dated January 30, 2017. Proposers may also request a copy be sent via email by contacting Janese Perry at jperry@malsi.org.
- Proposals are due no later than 12:00pm/noon CST, Friday, February 17, 2017.
- Proposals will be evaluated immediately thereafter. During this time we may require interviews at our office with our Development Committee and management team. You will be notified if this is requested.
- The name of the candidate firm who has been selected will be decided on or about March 10, 2017.
- Negotiations will begin immediately with the successful candidate.
- All other candidates will be notified on or about March 17, 2017.
- A separate timeline outlining project phases and outcome deliverables will be created once a contract is executed.

6. BUDGET

Please provide a detailed cost proposal to accomplish the scope outlined below. The budget must encompass all design, production, and acquisitions necessary for delivery of proposed services.

List pricing for:

- Phase I: Requirements Planning & Project Definition
- Phase II: Plan Development and Implementation
- Phase III: Ongoing marketing and communications services

7. SCOPE, GUIDELINES & QUALIFICATIONS

The successful candidate, along with MALS' Development Committee and management team, will set and guide strategy for all organization communications. This will include generating content, program promotion, social media maintenance, and collateral development to consistently articulate MALS' mission to various audiences: communities in MALS' four-county service area, the legal community, partner agencies, private foundations, government funders, potential donors, and the public at large.

The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels is critical. The selected candidate will enhance and deepen MALS' brand identity, improve overall marketing assets, and ultimately increase awareness of the issues that our clients experience.

QUALIFICATIONS AND REQUIREMENTS:

1. Extensive experience in marketing, communications, and social media.
2. Experience in managing and using social media tools.
3. Highly collaborative style; experience developing and implementing communications strategies.
4. Ability to craft a compelling narrative illustrating our policy areas, campaign messages and MALS' impact.
5. Excellent writing/editing and verbal communication skills.
6. A strong track record of proven success.
7. Able to build relationship with key constituencies.
8. Sincere commitment to work collaboratively with all constituent groups, including staff, Board members, clients, donors, funders, community organizations and other supporters.

8. AVAILABLE TECHNOLOGY RESOURCES / INTEGRATION ISSUES

- MALS will use much of its existing web content. New content will be identified through consultation with MALS' Development Committee and management team.
- There may be existing databases that will need to be integrated into websites and social media platforms.

9. STAFF RESOURCES

A successful planning effort is driven by an interdisciplinary team of participants. The core team will be driven by two roles:

Project Lead: Responsible for sign-off on key decisions, providing project steering and maintaining relationships with outside stakeholders

Project Manager: Responsible for keeping the project on schedule and within the budget. Maintains communication between other team members.

10. PROPOSAL CRITERIA

- List the most recent projects that your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. Please provide web addresses if applicable. Only sites that are live will qualify during evaluation.
- Describe your experience in producing plans and content for non-profit and/or community-focused projects.
- Provide current reference information for three former or current clients.
- Briefly describe your firm's organizational capacity (e.g. staff, equipment, software, physical space, office location, etc.).
- How many full-time staff does your firm employ? Please include a copy of your firm's organizational chart.
- Provide a company profile, length of time in business and core competencies.
- Briefly describe the percentage of your staff that would work on this project relative to your entire staff (using full time equivalents).
- What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.
- Briefly describe your firm's project management process.
- The timeframe for completion of the project will be evaluated. In addition, timeframes will be part of the contractual agreement; therefore, a realistic timeframe for completion is requested.
- Please state how you intend to communicate with all of MALS' program areas to gather required information.
- Terms and conditions.

11. PROPOSAL SUBMISSION

If submitting electronically, forward your proposal to Janese Perry at jperry@malsi.org. All costs associated with the delivery of the project should be presented in a flat rate, fee-for-service format.

If submitting by hardcopy, please forward 3 copies, to:

Attention: Janese Perry, CFO/HR
Memphis Area Legal Services, Inc.
22 North Front Street
Suite 1100
Memphis, TN 38103

Proposals that meet the aforementioned mandatory requirements and that are received by the stated deadline will receive full consideration. Evaluation criteria include the following.

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate solutions as evidenced by the proposal and references.
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative materials that engage communities and viewers.
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer. As a non-profit institution, MALS is able to accept pro bono services and recognize the provider to the full extent allowed by the Internal Revenue Service, including naming the proposer within printed and electronic materials as a MALS supporter and partner.
- Depth and Breadth of Staff – The candidate firm has appropriate staff to complete the project within the timeframe needed.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.

12. FORMAT FOR PROPOSALS

Please use the following as a guideline to format your proposal.

Length and Font Size

Please use fonts no smaller than 12 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 20 pages.

Title Page

Memphis Area Legal Services, Inc.
Marketing and Communications Development Proposal
Your company name, address, web site address, telephone number, fax number, e-mail
address and primary contact person

Cover Letter

Signed by the person or persons authorized to sign on behalf of the company (1-2 pages).

Proposal

Discuss your proposed solution, including the features, benefits and uniqueness of your solutions. You should also touch on your ability to deliver the project in the timeframe previously noted.

Qualifications

Provide the information requested in Section 7 (page 5).

Budget and Fees

List budgets as requested above. Identify staff you anticipate working on the project during Phase I, Phase II and Phase III

Attachments