



Spokane Neighborhood Action Partners (SNAP)
Request for Proposal

Date Prepared: August 31.2020

Project: Digital Marketing Services

RFP Contact: Philanthropy Manager
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SNAP is accepting proposals for digital marketing services to support a fundraising campaign taking place during the month of October.

Requests for information shall run through Mariah McConnaughey who can be contacted at 509-319-3012 or mcconnaughey@snapwa.org.

Selection of a consultant will be based upon a variety of factors such as but not limited to qualifications, references, and price.

1. PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process.

The price you quote should be inclusive of all costs including sales tax. 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.

Provisions of this RFP and the contents of the successful responses will be considered SNAP property and made available for inclusion in final contractual obligations.

2. CONTRACT TERMS

SNAP will negotiate contract terms upon selection. All contracts are subject to review by SNAP legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

3. BILLING TERMS

SNAP will negotiate billing terms as part of the contract.

4. STATEMENT OF NEEDS – PROJECT OVERVIEW

SNAP seeks to find an agency to assist with development of a digital marketing campaign to support a larger fundraising campaign during the month of October. The fundraising campaign is taking part in place of our in-person event traditionally held in the Fall. Due to COVID-19, we are shifting our efforts to online. The theme for the campaign is Power of Connection, and it will entail peer-to-peer fundraising, direct mail, email to contacts, and text messaging. We will have various video elements that can be incorporated into the campaign, both :30 spots and 2:00 spots. The hope is for a digital marketing campaign to complement the in-house efforts to put the message in front of existing and new contacts, driving them to our website to learn more about SNAP and how to support.

5. TIMELINE

This RFP is dated September 1, 2020, any questions regarding the RFP may be directed to Mariah McConnaughey at mcconnaughey@snapwa.org or Ph: 509-319-3012.

Bids are due no later than 4:30pm September 8, 2020.

The name of the candidate firm who has been selected will be decided on approximately September 11, 2020.

6. BUDGET

Please indicate a complete breakdown of costs for completion of the work outlined in section 8. The budget should include any costs to the agency as well as the placement of any digital marketing elements. Any foreseeable out-of-pocket expenses should also be indicated and estimated.

7. BACKGROUND ON SNAP

Our Mission-

To increase the human potential of our community by providing opportunities for people in need.

Opportunities Every Day

Helping homeless and low-income families, children, and seniors since 1966, SNAP is a donor supported non-profit Community Action Agency. SNAP's goal is to help families and individuals make a successful transition from crisis to self-sufficiency and build new and healthy futures.

One of the largest private human services agencies in Spokane County, SNAP's staff focuses on serving the whole family and is committed to providing a wide-range of accessible services to those living in poverty. SNAP has positioned neighborhood offices to provide the most basic of human needs that many of us take for granted.

SNAP is the local and regional advocate for the most vulnerable people living within our community. With a dedicated board of directors, staff and volunteers as well as growing donor base, SNAP diligently searches for long-term solutions to eliminate poverty, while providing an array of services to help people Live, Learn, and Thrive. Many who utilize SNAP services enter in a crisis situation, but after addressing those needs, might find additional services that SNAP offers to help them make additional steps toward financial freedom.

The theme of the October fundraising campaign is "Power of Connection." SNAP is a connector in the community, and last year we connected over 44,000 Spokane County residents with support, access to resources, and referrals to help them meet their needs. During the time of COVID-19, everyone is feeling some level of isolation, so connection is even more imperative given our current landscape. As we all find innovative ways to stay connected, SNAP continues to provide life-saving services to our neighbors to help them through this challenging time. In spite of challenges, SNAP continues to be "Neighbors By Your Side."

More information is available about SNAP on our website: www.snapwa.org.

8. SCOPE & GUIDELINES

We want to run a successful digital marketing campaign to support our fundraising efforts for our October campaign. We want to maximize the reach of campaign elements, measured through a total of 12,000 website visits throughout October. We also want to have

elements placed where they will reach targeted audiences who will be interested in SNAP and supporting our work; we understand that ad placement costs can vary widely, so explanation of placement rationale will be appreciated. Ideally, we would like to see a 15% increase in social media impressions as compared to October 2019, specifically targeted to donors and Spokane County residents with means to support SNAP's services with both major and standard gift amounts.

Applicants should consider and explain proposed approaches regarding the following (but not limited to) digital marketing options:

- Programmatic
- PPC
- Paid Social
- Local websites

9. REFERENCES AND QUALIFICATIONS

Please provide a listing of your experience and qualifications along with reference information for three former or current clients.

Description of qualifications should include:

1. A description of prior projects that demonstrate your organizations ability to perform the work
2. A roster of the team that will oversee this project
3. A resume or description of each team members previous experience with this type of video work

10. EVALUATION CRITERIA

SNAP reserves the right to accept or reject any and all proposals, to waive informalities and irregularities, to negotiate further with or, and to accept proposals which are considered to be in the best interest of SNAP.

Your proposal must be received no later than 4:30p.m., Tuesday, September 8, 2020. An electronic PDF version of your proposal is acceptable. Your proposal must include a breakdown of costs as requested in under Budget in Section 6.

Send proposals via email to: mconnaughey@snapwa.org

Spokane Neighborhood Action Partners is an EEO organization that does not discriminate against any prospective bidder on the basis of race, religion, color, sex, age, national origin or presence of any sensory, mental, or physical handicap in consideration for contract award.

The selected contractor will need to provide a W-9 and proof of insurance showing \$1,000,000 in general liability coverage. Contractor should be registered on www.SAM.gov.