

REQUEST FOR PROPOSAL**Summary and Background**

The Greater Los Angeles Chapter of the Crohn's & Colitis Foundation of America is currently accepting proposals to develop and execute a marketing, public relations and media relations campaign for one of our signature events. The Women of Distinction Luncheon and Fashion Show will be celebrating its 9th year at the Beverly Hilton on May 11th, 2016. In an effort to encourage greater individual and corporate participation, the Greater Los Angeles Chapter has determined that additional expertise is required in order to achieve outreach goals. The purpose of this Request for Proposal (RFP) is to solicit proposals from various organizations, conduct a fair and extensive evaluation based on criteria listed herein, and select the company who best articulates the vision of The Greater Los Angeles Chapter of the Crohn's & Colitis Foundation.

The mission of the Crohn's & Colitis Foundation of America (CCFA) is to cure Crohn's disease and ulcerative colitis, and to improve the quality of life of children and adults affected by these diseases. CCFA sponsors basic and clinical research of the highest quality. We also offer a wide range of educational programs for patients and health care professionals, while providing supportive services to help people cope with these chronic intestinal diseases. These programs are supported solely through our donors, grants, and fundraising efforts. The Crohn's & Colitis Foundation of America is headquartered in New York City with 41 chapters operating in local communities across the U.S. Our areas of focus include:

- **Research Programs**—CCFA has provided more than \$250 million for research on the treatment and cure of Inflammatory Bowel Diseases (IBD). Most recently, we have contributed to early research on TNF-alpha, which contributed to the development of infliximab; development of animal models of IBD—vital resources that have greatly accelerated the pace of research; the identification of two regions on chromosomes that contain genes for IBD; and to the discovery of NOD2, the first gene for Crohn's disease.
- **Education Programs**—CCFA provides information and education for the more than 1.6 million IBD patients and their families through a variety of awareness campaigns, books, exclusive mailings, local chapters periodicals, our webcasts, and through this website. CCFA also offers professional education through our professional journal, *Inflammatory Bowel Diseases*, as well as through health professional workshops.
- **Support Services**—CCFA support services are delivered through local chapters which offer more than 300 support groups annually, Camp Oasis (our summer camps for children living with IBD) and a wide range of educational and training programs for communities nationwide.

Greater Los Angeles Chapter

10350 Santa Monica Boulevard, Suite 120 • Los Angeles, CA 90025

Tel: 310-478-4500 • Fax: 310-478-4546 • losangeles@ccfa.org • www.ccfa.org • Tax ID 13-6193105

A Proud Member of the Community Health Charities

- **Fundraising Initiatives**—Essential to CCFA's mission, our ongoing fundraising efforts enables us to fund further research, as well as educational and support activities. We raise more than \$70 million annually through memberships, fundraising events, sponsorships, and other programs.

Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted February 3, 2016 at 5pm PST. Any proposals received after this date and time will not be considered. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

All costs must be itemized to include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by The Greater Los Angeles Chapter of the Crohn's & Colitis Foundation of America and will include scope, budget, schedule, and other necessary items pertaining to the project.

Project Purpose and Description

Project Purpose:

The leadership team agrees that the current campaign and strategy alone will not sufficiently support our participation and fundraising goals. The leadership team believes it necessary to expand our outreach efforts to include the empathetic public, local philanthropists, entertainment industry champions and all those impacted by IBD.

Project Description:

The Greater Los Angeles Chapter is seeking a partner to help raise awareness and create a compelling call to action for one of the chapter's signature events. The project should include a campaign designed to increase brand awareness and attract new participants.

Project Scope

The scope of this project includes development and design for all pre-event, event and post-event coverage. All text and targets will be provided to the selected bidder by the Deputy Executive Director.

The following criteria must be met to achieve a successful project:

Greater Los Angeles Chapter

10350 Santa Monica Boulevard, Suite 120 • Los Angeles, CA 90025

Tel: 310-478-4500 • Fax: 310-478-4546 • losangeles@ccfa.org • www.ccfa.org • Tax ID 13-6193105

A Proud Member of the Community Health Charities

- Increase event participation by a minimum 15%
- Increase social media fan base by 20%
- Minimum of two media sponsor from a target media outlet
- Minimum of two media attendee from a target media outlet with commitment of post-event story
- Visually and aesthetically pleasing communications that adhere to CCFA's brand policy
- Consistency of design across all communications in a design theme that fits targeted market segment(s)
- Ability to incorporate existing messaging into overall campaign
- Prominent display of corporate logo, company mission, vision, and strategy in all communications
- Ability to work closely with Deputy Executive Director and Development Manager on coordination of project tasks and resources
- Social media content for Facebook and Twitter

Request for Proposal and Project Timeline

Request for Proposal Timeline:

- All proposals in response to this RFP are due no later than February 3, 2016 at 5pm PST.
- Evaluation of proposals will be conducted from February 4 – February 10, 2016. If additional information or discussions are needed with any bidders during this one week window, the bidder(s) will be notified.
- The selection decision for the winning bidder will be made no later than February 10, 2016.
- Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed by February 12, 2016.
- Notifications to bidders who were not selected will be completed by February 15, 2016.

Project Timeline:

- Project initiation phase must be completed by February 24, 2016.
- Project planning phase must be completed by February 18, 2016. Project planning phase will determine the timeline/schedule for the remaining phases of the project.

Budget

All proposals must include proposed costs to complete the tasks described in the project scope. Costs should be stated as one-time or non-recurring costs (NRC) or monthly recurring costs (MRC). Pricing should be listed for each of the following items in accordance with the format below:

Project Initiation and Planning NRC MRC

Greater Los Angeles Chapter

10350 Santa Monica Boulevard, Suite 120 • Los Angeles, CA 90025

Tel: 310-478-4500 • Fax: 310-478-4546 • losangeles@ccfa.org • www.ccfa.org • Tax ID 13-6193105

A Proud Member of the Community Health Charities

NOTE: All costs and fees must be clearly described in each proposal.

Bidder Qualifications

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience in developing and implementing marketing, pr and media relations campaigns
- List of how many full time, part time, and contractor staff in your organization
- Examples of 3 or more campaigns designed and implemented by your organization
- Testimonials from past clients on campaigns
- Anticipated resources you will assign to this project (total number, role, title, experience)
- Timeframe for completion of the project
- Project management methodology

Proposal Evaluation Criteria

The Greater Los Angeles Chapter of the Crohn's & Colitis Foundation of America will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Previous work: Bidders will be evaluated on examples of their work pertaining to campaigns as well as client testimonials and references
- Value and cost: Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project
- Technical expertise and experience: Bidders must provide descriptions and documentation of staff expertise and experience

Each bidder must email a copy of their proposal to the email address below by February 3, 2016 at 5pm PST:

Ashley Atkins
Deputy Executive Director
aatkins@ccfa.org

Greater Los Angeles Chapter
10350 Santa Monica Boulevard, Suite 120 • Los Angeles, CA 90025
Tel: 310-478-4500 • Fax: 310-478-4546 • losangeles@ccfa.org • www.ccfa.org • Tax ID 13-6193105

A Proud Member of the Community Health Charities