

## Loan Modification Scam Alert Campaign

Posting Date

2/28/2014

Proposal submission deadline

3/17/2014

Purpose of the RFP

The Loan Modification Scam Alert campaign is seeking a PR and communications consultant.

Background on NeighborWorks® America

NeighborWorks America is a national non-profit organization created by Congress in 1978 to provide financial support, technical assistance and training for community-based revitalization efforts. It is composed of three major parts:

- NeighborWorks America, the founder of the NeighborWorks network, provides support to and strengthens NeighborWorks organizations by providing training, technical assistance, funding and organizational assessments. NeighborWorks® America was created by Congress in 1978 in order to “revitalize older urban neighborhoods by mobilizing public, private, and community resources at the neighborhood level.” Today, NeighborWorks America supports more than 235 organizations revitalizing their communities in rural and urban America.
- The NeighborWorks Network is a national network of more than 235 independent, community-based nonprofit organizations working to revitalize more than 2,700 urban, suburban, and rural communities through the work of thousands of residents, business people, government officials and other partners.
- Related Capital Corporations. NeighborWorks® America works with several specialized capital corporations to build partnerships, develop loan products, and support financing vehicles that expand affordable housing opportunities in communities served by local NeighborWorks® organizations.

Background on Division/Program

Due to fluctuations in the economy and the housing market, many homeowners are in danger of losing their homes. Predators often use the homeowner’s vulnerability as an opportunity to scam the homeowners out of thousands of dollars; with the promise of helping them save their home. Recent data has indicated more than 37,000 loan modification scams have been reported thru the campaign. The average reported loss is \$13,200.

In October 2009, NeighborWorks America created a loan modification scam campaign to reduce struggling homeowners’ vulnerability to scams through education and outreach. Over the past four years the campaign has and continues to:

- Aggressively focus on African Americans, Asians, Hispanics and seniors in twenty-two targeted MSAs;
- Help homeowners who are in financial distress and in imminent danger of losing their homes to avoid falling prey to scammers;
- Educate homeowners on how to locate trusted and reliable foreclosure prevention assistance; and
- Empower homeowners to be actively engaged and report suspicious rescue scams.

### Scope of Services

NeighborWorks America is seeking a contractor to assist with the ongoing work for an eighteen month period on a variety of communications products and services in support of its loan modification scam campaign. This campaign educates homeowners about mortgage rescue scams – how to identify scams, how to report scams; and how to locate trusted and reliable foreclosure prevention assistance. The selected contractor should be able to demonstrate the following:

1. The capacity to develop culturally- sensitive creative for target audiences. Services would include but not limited to:

- Development and implementation of comprehensive marketing & communications strategies;
- Community and public relations outreach for target audiences;
- Development and production of promotional brochures (including but not limited to) media kits and collateral material;
- Media planning and placement in a variety of print, tv and radio ads; and
- Prepare team for media interviews.

2. Capability to review third party contracts and invoices for accuracy.

3. Ability to attend and manage various meetings and national consumer events.

4. The capacity to be flexible and available to meet campaign timeline and deadlines.

### How to Submit a Proposal

By 3/17/2014 at 5:00 PM EST e-mail all documents to:

Barbara Floyd Jones, Senior Manager

[bjones@nw.org](mailto:bjones@nw.org)

999 North Capitol Street, NE, Suite 900

Washington, DC 20002

Your proposal should include:

- Fixed price cost.
- Proposed activities.
- Detail professional capacity to satisfy the requirements in this RFP and your approach to managing the project. In addition, you should also include the number of hours you will dedicate to this project.
- One-page bio for a staff that will be working on the contract.
- At least three references who required similar services.

## Proposal Evaluation and Selection Process/Basis of Award

NeighborWorks® America reserves the right to determine which bidders have met the base requirements of this RFP. In addition, NeighborWorks® America may reject, in whole or in part, any and all proposals, waive minor irregularities in proposals, allow an offer or to correct minor irregularities and negotiate with all responsible efforts in any matter deemed necessary to serve the best interest of NeighborWorks® America.

NeighborWorks® America reserves the right to reject any and all proposals when such rejection is in the interest of NeighborWorks® America, to reject the proposal of a bidder who has not met the prerequisites of the bid proposal or who has previously failed to perform properly or complete on time contracts of a similar nature, and to reject the proposal of a bidder who is not in the sole opinion of NeighborWorks® America, able to perform the contract to the sole satisfaction of NeighborWorks® America.

NeighborWorks® America also reserves the right to waive any informalities and technicalities in the bidding. NeighborWorks® America reserves the right, however, to award the contract in accordance with its best interest and will not be required to accept the lowest bid. Responses will be evaluated using the following criteria:

- Preference will be given to U.S. General Services Administration Schedule contractors.
- Organizational and technical capacity of the vendor (support, responsiveness, follow-up).
- Ability to provide all the services requested in the timeframe needed
- Timely and complete response to RFP
- Evidence of successfully conducting similar services for other agencies, companies or organizations.
- Cost/fees

Statement/record of Equal Opportunity/Affirmative Action

Summary of Key Dates re: Submission of Proposals

Deadline for submission of proposals	3/17/2014
Internal review of proposals	Week 3/17/2014
Notification of selected consultant	3/24/2014

Qualified bidders will be alerted to schedule changes.

### Contact

All inquiries and written submittals should be directed to:

Barbara Floyd Jones, Senior Manager

[bjones@nw.org](mailto:bjones@nw.org)

202-524-9944