



National Liberty Museum Communications and Marketing Campaign for Character and Civic Education Grant Project

I. Overview

The National Liberty Museum (NLM) is seeking to engage a marketing and communications agency to build a **national audience** for our institution and for our new interactive educational exhibits, companion web platform and exportable school based program, called “Young Heroes Clubs.” The initiative will raise awareness among education opinion leaders, teachers, parents and the general public about NLM as a national thought leader on liberty, and build engagement in our programs locally for those able to visit our facility, and nationally via our new online educational resources.

Specifically, the agency will develop and implement the strategy, promotion and communications over 21 months to achieve these goals:

- 1) Drive engagement in and dialogue (social media especially) about NLM and new exhibit / web platform / online school based Young Heroes Club program among education opinion leaders and practitioners
- 2) Drive engagement in and dialogue (social media especially) about NLM and new exhibit / web platform / online school based Young Heroes Club program among opinion leaders in regional and national community- and youth-based organizations
- 3) Connect teachers, parents and students to NLM and the new exhibits, web platform and online school-based Young Heroes Club program
- 4) Showcase the NLM’s value and impact as a leader in character and civic education and raise the national consciousness about how critical effective character and civic education is for our future leaders, among parents, teachers and the public;
- 5) **Goals 1-4 will lay the groundwork for NLM to secure future national philanthropic support for our institution and new programs.**

The agency must be able to work both autonomously to drive planning and implementation and collaboratively with NLM leadership. The agency will develop a micro-timeline and benchmarks, and report on progress toward those goals through the grant project term.

Term of work: June 2014 – March 2016

II. About the grant project:

The NLM was awarded a multi-year grant from the John Templeton Foundation that will position the Museum as a national leader in liberty and character education. The grant supports the development of new interactive exhibits and an immersive audio-visual theater experience in the Museum’s entry gallery, which will take visitors on an inspirational walk through freedom and engage visitors to “live like a hero.” A new, social-media driven web platform will enable students and teachers nationally/worldwide to participate in the Museum’s character and civic education curricula.

The grant project will also create a web-based version of the NLM's "Young Heroes Clubs," a school based civic engagement program that challenges students to practice ethical citizenship by initiating and carrying out real-life service projects. The program is currently operating in schools throughout the City of Philadelphia and has visibly demonstrated its effectiveness in empowering students to become leaders and positive agents of change. Some of the projects the Young Heroes Clubs have accomplished include a community-wide gun violence prevention initiative involving the DA's office and petitions to state lawmakers; a neighborhood anti-littering and recycling campaign; and mentoring younger students to say NO! to bullying and YES! to empathy and service to others. With the support of the grant, the Young Heroes Club program will expand to communities across the US and around the world on the new web platform.

"This groundbreaking project will revolutionize the way that we are teaching 21st century young people to be responsible, ethical citizens who are active contributors to our communities and democracy," said CEO Gwen Borowsky.

Grant project components

- I. Develop new, state-of-the-art, interactive educational exhibits, an immersive film production and audio visual assets in the entry gallery of the Museum;
- II. Retool the NLM website into a new, content-rich and social media-platformed website;
- III. Create educational content for the new exhibits and web platform. The new website will be the companion to the exhibits. The platform will also house the NLM's school-based civic engagement project, Young Heroes Clubs, which will enable students to activate the virtues through real-live civic engagement projects. The Clubs will be facilitated locally by NLM education staff and globally online with our consultative support.
- IV. Conduct independent evaluation: Our partner the Jubilee Centre for Character and Virtues will undertake the evaluation of young people, teachers and parents to test our hypotheses and measure significant changes in knowledge, attitudes and behaviors among students and teachers who participate in the program.
- V. Implement a national marketing, publicity and advertising campaign to build awareness and audience for the NLM and its new programming.

Communications outputs to be reported to funder:

- Copy press kit and other marketing materials
- Event program; list of speakers and attendees; press release; media coverage
- Copies of all articles and online citations on program and evaluation; copies of online advertisements; report of PPC and ad banner campaigns

III. National communications goals to be addressed in bid:

See P. 1 for 5 goals bids must address

Quantified goals to be addressed in bid:

- 150,000+ impacted by exhibit and 650,000+ by web platform by end grant term (3/16).
- 5 testimonies from regional/national community and education leaders about how our programming has impacted their work.

- Feature stories by 5 regional (Philadelphia Inquirer) and 2 national popular outlets, such as USA Today or the New York Times; coverage by 15 traditional/online niche outlets, e.g. AFT American Teacher printed newsletter, NEA Works4Me e-newsletter, and Association for Middle Level Education Journal.

IV. Detailed description of PR activities to be developed/executed by firm:

- Exhibit launch media event. The launch will take place on September 18, 2014. Below are the kinds of features the opening could include, which we will develop in conjunction with the engaged marketing and communications agency:
 - Grand opening event. The event could consist of the following elements:
 - Ribbon cutting
 - Press conference with remarks from John Templeton Foundation, NLM leadership and Jubilee Centre for Character and Virtues
 - Remarks from some of the Museum's students
 - First tour of exhibits. Local students will take a tour of the new exhibits along with invited guests
 - Luncheon and keynote remarks
 - Media personality involvement

The following are already committed to attend the exhibit opening: John Templeton Foundation leadership; leadership of Jubilee Centre. We will also invite area university administrators and professors; national and local politicians and city officials; regional education and arts & culture opinion leaders and directors of youth- and community-based organizations; members of the media; NLM Board members and supporters.

In addition to developing and directing the exhibit launch media event, the marketing and communications agency will manage the media relations campaign leading up to the opening event that will target regional and national outlets.

- National media coverage. The marketing and communications agency will pitch regional and national coverage of the program, and later the evaluation findings, following the exhibit/website launch until the end of the grant term. The aim is to secure the national attention of academic opinion leaders, national directors of youth- and community-based organizations, teachers, students, parents and the public, resulting in their usage of the program and greater awareness and appreciation for character and civic education and the relevancy of our work in today's world.

V. Agency bid proposal components

Creative proposals must include the following components presented in the order shown below:

- Background and Experience – a statement of the background and experience of the project lead and organization, to include:
 - Qualifications of key personnel assigned to the project
 - Organizational structure (i.e. in-house research, creative, production and/or ability to outsource)

- Campaign Management Case Studies – not more than three recent examples demonstrating applicant’s success in a national communications and engagement campaign for a character education, education focused and/or relevant museum initiative. Please describe elements of the campaign, to include:
 - Sample creative work and process – Graphics, slogans/taglines, videos, campaign advertising, message development, and/or PSAs recently developed
 - At least one of the three examples must involve the agency developing and evaluating the project’s outcomes and success using PR tactics and metrics.

- Stakeholder Engagement Case Studies – not more than three recent examples demonstrating applicant’s success in building knowledge, awareness and engagement within targeted stakeholders, relevant organizations and diverse audience segments including philanthropists.
 - Examples should include evidence of experience working with and through organizations, celebrities and issue experts, thought leaders and media to achieve the goals described above, including but not limited to third party endorsements, increased partnerships, targeted consumer segments, and **philanthropic support**.

- Issue Awareness – a narrative describing the applicant’s top-level perspective and recommendations on how to raise national awareness about liberty as a character issue and the value of liberty education for the kids who are going to be tomorrow’s leaders.

Cost proposals should include the following:

- Budget – a detailed budget, including all steps necessary to achieve our objectives, for each of the individual line items under III - National communications goals as described in grant proposal and IV - Detailed description of PR activities from proposal; should include hours and rate for personnel assigned to the project. Other costs should also be listed in detail as well as any mark ups of out of pocket costs. The budget should include the cost (if any) to travel to NLM offices to attend quarterly meetings. The budget should be categorized by the following time periods:
 - i. June 30, 2014
 - ii. December 31, 2014
 - iii. June 30, 2015
 - iv. December 31, 2015
 - v. March 31, 2016

- Please identify all subcontractors, the work they will perform and their costs during each period.

VI. Submission of proposals

Proposals are due no later than May 16, 2014 at 5pm EST. Applicants must submit creative and cost proposals together by e-mail to Gwen Browosky, CEO, gborowsky@libertymuseum.org. NLM will acknowledge by email receipt of each proposal.