



RFP for Strategic Communications & Digital Marketing Services

Medical Teams International, February 2020

COMPANY OVERVIEW

Founded in 1979, Medical Teams International provides life-saving medical care for people in crisis, such as survivors of natural disasters and refugees. We care for the whole person – physical, emotional, social and spiritual. Daring to love like Jesus, we serve all people – regardless of religion, nationality, sex or race. Because every person – no matter where they are or how desperate their situation – matters.

Based in Portland, Oregon, Medical Teams currently operates in seven countries. Our marketing team focuses on communicating about our programs, engaging donors, promoting events and raising funds.

GOAL OF THIS RFP

Medical Teams International is expanding its efforts by 2024 with the following goals:

- 1) Triple capacity to respond to natural and human disasters
- 2) Triple the number of refugees and globally displaced people served to 2.4 million from 800,000
- 3) Triple U.S. reach to 30,000 treated per year

To help achieve these goals, we are seeking an agency or agencies to support two key areas:

STRATEGIC COMMUNICATIONS:

This RFP serves to identify an agency, working closely with the marketing and communications and senior leadership teams, to lead the strategic communications planning and tactical implementation of those plans to meet these goals, and ultimately build the brand. We are seeking an agency partner(s), in any location, that has experience growing a nonprofit organization's profile internationally, one that shares our values, and one that has some experience in humanitarian work.

DIGITAL MARKETING

For the past five years, many of our digital marketing services were provided pro bono by a local agency. After the agency was acquired by another company, the pro bono relationship was terminated. Given our limited technical capacity and expertise in-house, we are looking for a long-term partner who can provide digital marketing expertise, specifically in analyzing, coding, updating, troubleshooting and optimizing our website, www.medicalteams.org.

BUDGET

Proposals should not exceed \$100,000 for both the strategic communications and digital marketing work for a six-month engagement, effective April through September 2020.

Note: While our goal is to find an agency that has expertise in both strategic communications and digital marketing, companies are welcome to submit a response to just one of the areas, if preferred.

BUSINESS GOALS

We would like the agency to develop and implement one-year and five-year strategic communications plans to meet the goals outlined above, to include:

- Landscape analysis to include audience analysis/targeting, stakeholder interviews, global analysis around what is required to build global imprint, competitive analysis, identify risks and opportunities, brand alignment and messaging analysis for potential future audiences/growth opportunities
- Consider how best to use and/or maximize the profiles of senior leadership to help reach goals
- Development and approval of one-year and five-year strategic communications plans
- Implementation of one-year and five-year strategic communications plans

A robust digital marketing strategy will help us achieve the following goals:

- Increased SEO traffic to our website, year-over-year
- Increased conversion rates from our website, year-over-year
- Streamlined lead-capture and other forms throughout the website, leading to higher levels of engagement, year-over-year
- Optimized website efficiency, including reduction of page load times and bug fixes
- The ability to complete design, html, plug-in additions and other back-end coding
- Provide strategic consultation to improve website and eCommerce performance, including recommendations for website enhancements and digital tools

CURRENT COMMUNICATIONS STRUCTURE

- Marketing and communications team of 10, including:
 - Marketing and communications director
 - Communications manager (direct day-to-day for strategic communications)
 - Digital and mass marketing manager (direct day-to-day on digital strategies)
 - Communications specialist
 - Digital specialist
- Strategic communications and earned media contractor
- Executive communications team, including:
 - Chief of staff (internal communications)
 - Contractor (executive communications)
- Medical Teams International IT team
- Design firm (non-digital/collateral)
- Acquisition agency

CURRENT DIGITAL PLATFORMS

- Wordpress CMS, built on Timber and hosted by Pantheon
- CharityWeb eCommerce tool
- Stripe payment processor
- Microsoft Dynamics CRM – moving to cloud in 2020

SCOPE OF WORK

- Strategic communications planning and execution
- Communications audit
- Content audit and recommendations
- Social media strategy and design
- Creative and design direction and execution on website
- SEO recommendations and enhancements
- A/B testing of website and eCommerce
- Oversee website updates, including improvements to website performance and security
- Define the UAT process of building digital enhancements in test/dev environments, which marketing team and/or IT will implement in production environment

REQUIREMENTS

- Experience working with similarly sized teams, with limited in-house capacity/expertise
- Strategic communications expertise, both strengthening brand and global positioning
- Innovative and creative ideas for various communications channels to achieve goals
- Ability to test strategies and measure results across efforts, monthly reporting
- Capacity to support team in crisis communications scenarios as needed
- Experience and expertise in Wordpress CMS
- Familiarity with Pantheon web hosting
- Familiarity with Microsoft CRM
- Optional: Familiarity with CharityWeb eCommerce tool

TIMELINE

- Wednesday, Feb. 12: RFP Issued
- Tuesday, Feb. 18: Bidder intent to submit RFP, joint or single, and category, to info@medicalteams.org
- Thursday, Feb. 20: Questions about RFP due to info@medicalteams.org
- Monday, Feb. 24: Medical Teams answers bidder questions
- Friday, Feb. 28: Proposals due to info@medicalteams.org by 5:00 p.m. PST
- Week of March 9: Finalist interviews
- Friday, March 20: RFP awarded
- Week of March 23: Contract development
- April 1: Agency engagement begins

SUBMISSION REQUIREMENTS

After reading and assessing the requirements set forth in this RFP, any Bidder wishing to submit a proposal for the opportunity to provide these strategic communications and digital services must prepare a clear, concise, and comprehensive proposal. If Bidder is a company, the proposal must be on company letterhead and bear the signature, name and title of an authorized officer of the company.

Each proposal must (a) specifically address each item of the proposed scope and requirements, (b) including as attachments all additional information and supporting materials necessary to fully respond to each item, and (c) include a price for each portion of the work so that Buyer has the option of removing any item without affecting the overall proposal.

The proposal should follow the structure specified in this RFP and should not exceed 40 pages in length, not including any specified attachments or addenda. Bidder's response must state that (a) all furnished information, including prices, will remain valid and applicable through

September 31, 2020, with the desire to renew through implementation period, or such other date as may be set forth in the final contract.

In addition to the other elements specified in this RFP, Bidder must address each of the following:

- Examples of similarly-complex projects completed by Bidder
- Detail entire team structure, including strategic counsel and day-to-day executors
- Client references (including name, title, organization, relationship to Bidder, phone and email)
- Current and past clients related to NGOs, humanitarian assistance, disaster relief, and/or refugees
- Project timeline with major tasks and milestones
- Project budget by line item
- Plan for mobile/responsive design
- Plan for accessibility
- Technology, security, and privacy protection plan
- Explanation of mobility optimization

SELECTION PROCESS

Buyer will review all submitted proposals and may make a decision based on those initial proposals. Buyer may also request interviews, pitches, or adjustments to proposals before making a final determination. Buyer anticipates that an announcement of Buyer's decision, which may be a notice of intent to award the contract or a notice that no contract will be awarded based on this RFP process, will be issued by Friday, March 20, 2020.