

Request for Proposal – NYAIL 2020 Media Campaign

About Us

The New York Association on Independent Living (NYAIL) is a not for-profit, non-government membership organization that promotes the independent living and rights of New Yorkers with disabilities. We were created by, and are composed of, Independent Living Centers (ILCs) throughout New York State. ILCs are non-residential community based non-profit organizations that provide services and supports to help people live independently.

Purpose

The purpose of the NYAIL 2020 Media Campaign is to create cohesive statewide rights focused messaging that supports independent living, including Home and Community Based Services. The campaign should incorporate an awareness of the fundamental and current environment of safety and wellness risks to those living in congregate settings like nursing homes.

Timeline

Proposals should encompass both a three and six month timeline.

Goals

- Campaign messaging should challenge assumptions of the general public on:
 - Who can live independently in the community (based on age or disability);
 - Living in an institutional setting is not always a choice; and
 - How funding must be in place to support the choice to live independently.
- Highlight our statewide network of ILCs as key to facilitating choice in the ability of people to remain living independently in their community.
- Measurably increase awareness of our issues by the general public, influencers, and policy makers.
- Promote a widespread “common-sense belief” of the right to access funding for independent living services that prevent institutionalization and transition people to living independently.

Requirements

- Campaign must incorporate both paid and earned media.
- Campaign must include online advertising with a targeted digital ad spend encompassing targeted demographics and markets.
- The campaign must utilize best practices in making content accessible to people with disabilities (Alt text for images, captioning for video/audio content, etc.)

- Maintain records to coordinate with NYAIL on JCOPE lobbying compliance (NY state requirements).

Deliverables

- Campaign message.
- Plan of action for the campaign.
- Graphics for online and print.
- Creation of copy for online and print.
- Video production for online advertising and organic social media distribution.
- Engagement with media figures to produce favorable coverage of the campaign.
- Toolkits and other resources that can be made available to independent living centers to spearhead local engagement with regional media outlets.

Operations

A minimum of weekly communication will be coordinated with NYAIL's Communications Specialist and Director of Advocacy. Other online meetings may be required as necessary to coordinate with stakeholders.

Budget

Submissions should include a budget that outlines a monthly base fee and outlines additional costs above the baseline, including anticipated ad spend. Explanations as to the cost-benefit of additional costs will help us evaluate and distinguish your proposal.

Submission

Submissions should be made in PDF or DOC/X format. Please ensure your document is legible to people with disabilities, including avoiding putting text within images and other best practices.

Email submissions and questions to: athompson@ilny.org

Subject lines should read: NYAIL RFP 2020

Deadline: 5 p.m. ET, 6/5/2020