



REQUEST FOR QUOTE (RFQ)

Brief Description of Procurement

- The Children’s Trust is looking to contract an agency or agencies with expertise in creative digital marketing and fundraising to assist in preparing strategic digital marketing campaigns for the **Safe Kids Thrive** website, participant recruitment for **Healthy Families Massachusetts**, and increasing both brand awareness of the **Children’s Trust** and expanding the Children’s Trust donor base.
- Depending on agency expertise, campaign elements outlined in the detailed project description may be awarded to one or more vendors.
- Please see the attached RFQ project description for more details
- Your total bid/quote should include **All Costs associated** with the campaign plan project based on the anticipated budgets provided by Children’s Trust
- The Director of Marketing and Events of the Children’s Trust will be the project lead.

Once the vendor or vendors is awarded

- The awarded vendor(s) will be working primarily & closely with our Marketing and Communication team throughout this project to discuss any decisions and strategies.
- After delivering the finished product the awarded vendor may be asked to collaborate with staff from the Children’s Trust, and/or another identified individual/individuals for feedback

II. Procurement Calendar

| | |
|--------------------------------|----------------------------|
| RFQ Posting Date | Thursday, August 24, 2023 |
| RFQ Response Due | Friday, September 8, 2023 |
| Project Start Date | Monday, September 25, 2023 |
| Project Completion Date | Tuesday, June 18, 2024 |

Dates after RFQ/RFP Response Due date are *anticipated* dates. All dates are subject to change.

III. Type of Procurement (select one from each row)

55 Court Street, 4th Floor
Boston, MA 02108

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childrenstrustma.org



- Fee for Service
- Commodity / Good
- Open Market
- Statewide Contract

B. Number of Vendors to be Awarded (select one)

- Single
- Multiple

C. RFQ Distribution Method

This RFQ has been distributed electronically using the COMMBUYS system. It is the responsibility of every potential respondent to check COMMBUYS for any addenda or modifications to an RFQ to which they intend to respond. The Commonwealth of Massachusetts and Children's Trust accept no liability and will provide no accommodations to respondents who fail to check for amended RFQs or submit inadequate or incorrect responses.

Respondents may not alter RFQ language or any RFQ component files. Those submitting a proposal must respond in accordance to the RFQ directions and complete only those sections that prompt a respondent for a response. Modifications to the body of this RFQ, specifications, terms and conditions, or which change the intent of this RFQ are prohibited. Any unauthorized alterations will disqualify a response.

D. PRF70

Work awarded as a result of this RFQ is pursuant to the above statewide contract. As such, all terms, conditions, contract rules, and pricing agreed shall apply.

E. No Guarantee of Resulting Contract

The Commonwealth makes no assurance that any services will be purchased from any contract resulting from this RFQ.

F. Questions and Answers

All questions must be submitted electronically through COMMBUYS.

G. Contact Information

Responses to this RFQ will be received by:



| | |
|---------------------------|------------------------------------------------------------------------------------------------|
| Shipping/Billing Address: | Jennifer Lee Children's Trust 55 Court Street, 4 th Floor Boston, MA 02108 |
| Procurement Contact: | Jennifer Lee |
| Telephone: | |
| E-mail: | Jennifer.Lee@Mass.gov |

V. Submission Requirements

All quotes must be submitted through COMMBUYS. In order to respond to this bid, please register on the COMMBUYS website. If you need assistance with registering please contact the COMMBUYS helpdesk at: COMMBUYS@state.ma.us or (888) 627-8283 or (617) 720-3197.

VI. Additional Document Attached to this Solicitation in COMMBUYS

Yes NO

File Type:

Word Excel PDF Other

The Children's Trust is looking to contract with a full-service marketing agency with expertise in creative digital marketing and fundraising, brand strategy, and messaging to assist with two marketing initiatives for the fiscal year 2024. The first initiative being the preparation and implementation of statewide **strategic digital marketing campaigns** to promote (1) awareness of the Children's Trust organization and mission, (2) increase donations to the Children's Trust, and 3) the use of the Safe Kids Thrive website. The second initiative is the development of a **brand/messaging and communication strategy** following the development of our five-year, organization-wide strategic plan this fall.

Depending on agency expertise, marketing initiatives outlined above may be awarded to one or more agencies. Our preference would be to work with one agency on both initiatives. The Children's Trust is looking to partner with agencies who best fit each campaign objective outlined below.

Product Details – Digital Marketing Campaign for The Children's Trust

The Children's Trust is on a mission to end child abuse in Massachusetts. Our programs partner with parents to help them build the lifelong skills and self-confidence they need to ensure children grow up safe and healthy.

The Children's Trust supports a statewide network of over 100 family support agencies across Massachusetts. Through these partnerships, we work hand-in-hand to provide quality services that leads to safer children in stable families, reducing the social, health, and education costs for the entire Commonwealth.

Target Audience

- **Primary Audience:** Potential donors in Massachusetts
- **Secondary Audience:** Parents in Massachusetts

Objective/Purpose

- To raise awareness of the Children's Trust organization and mission among primary and secondary target audiences
- Develop an engagement strategy to drive target audiences to childrenstrustma.org where they can get more information, sign up for our email list, or make a donation
- Promote opportunities to donate and increase donations during key times of year, including end-of-year and April (Child Abuse Prevention Month)

Budget:

- \$100,000 – our expectation is that the planning for a campaign like this will be a small portion of the total

Plan Implementation Schedule

- **Planning:** completed by end of October
- **Ad Run:** November through late June

Product Details – Digital Marketing Campaign for SafeKidsThrive.org

SafeKidsThrive.org is the first-of-its-kind website designed to help youth-serving organizations create and implement child sexual abuse prevention and intervention plans. Website visitors complete a free, five-question prevention check about their organization. The site wizard then delivers a set of tailored guidelines, tools, and trainings for developing an organizational-wide plan based on the organization's specific needs.

Unique offerings and approach:

- This website is the first of its kind across the nation, a useful tool to make a complex issue manageable
- The website tone is “empowering” (focused on helping adults be the hero, keeping kids safe) vs. “scary” (using scare tactics, punitive, or implying official state requirements or oversight)

Target Audience

- **Primary Audience:** Administrators and staff of youth-serving agencies in Massachusetts
- **Secondary Audience:** Parents in Massachusetts

Objective/Purpose

- To raise awareness of the website among primary and secondary target audiences
- To drive our primary and secondary target audiences to the site and encourage action:
 - Increase the number of users taking the free prevention check
- To have statewide coverage with priorities to be decided with the Children's Trust Marketing team.

Budget:

- \$175,000 – our expectation is that the planning for a campaign like this will be a small portion of the total

Plan Implementation Schedule

- **Planning:** completed by end of November
- **Ad Run:** December through late June

Product Details – Brand Strategy and Message Development

The Children's Trust is in the process of developing a five-year, organization-wide strategic plan that will be approved by the Board of Directors at the end of calendar year 2023 and will begin being implemented in early 2024. Following the approval of the strategic plan, we are looking to partner with an agency to help us develop effective messaging and overall marketing strategies for the audience(s) identified as a priority.

Target Audience

- **Primary Audience:** TBD following outcome of strategic plan
- **Secondary Audience:** TBD following outcome of strategic plan

Objective/Purpose

- To raise awareness of child abuse prevention work with the primary and secondary target audiences
- Other objectives TBD following approval of a strategic plan

Budget:

- \$100,000

Plan Implementation Schedule

- **Planning:** completed by end of March
 - **Messaging Rollout:** April/May
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Response Requirement:

- Background of Company / Main Point of Contact Information
- Project Approach and Timing
- Relevant Experiences & Qualifications
- Scope of Work Recommendations
- Budget for Plan Preparation and Plan Implementation
- Project Management
- The frequency of reporting and status updates provided
- Analytics Reporting: Segments, Metrics, Measurement

Bids/Quotes received will be evaluated based on but not limited to the following criteria:

- Agency's experience and depth in non profit digital marketing
- Creativity of proposal
- Metrics/measurement proposed
- Agency's understanding of the purpose of the programs outlined
- Best fit for each campaign element. This bid may be awarded to one or more agencies depending on expertise.