

<http://cismidamerica.org/careers/?gnk=job&gni=8a78879e8072935b018090ccc6577247&lang=en>

REQUEST FOR PROPOSAL

Project Name or Description: Communications Consultant

Nonprofit Name: Communities In Schools of Mid-America

Address: 1919 Delaware Street

City, State, Zip Code: Lawrence, KS 66046

Contact Person: Victoria Partridge, Vice President of Communications

Contact Number: 620-481-1839

Contact Email: victoria.partridge@cismidamerica.org

INTRODUCTION

Communities In Schools of Mid-America (CIS of Mid-America), is part of the nation's largest organization dedicated to empowering underserved students to stay in school and on a path to a brighter future. We do whatever it takes to ensure that all kids – regardless of the challenges they may face – have what they need to realize their potential. The CIS of Mid-America network, with its central office in Lawrence, KS, provides services in 70 schools to approximately 39,000 students each year by placing Student Support Coordinators directly inside the schools to work with students.

We are seeking a Communications Consultant to conduct an in-depth brand awareness analysis throughout Kansas, Missouri, Oklahoma, and Iowa. In addition, the consultant will work with the Vice President of Communications to develop a three to five year Strategic Communications Plan using the results of the audit. The goal will be to increase the recognition of the CIS of Mid-America brand and improve the knowledge of our mission and work.

PROJECT GOALS AND SCOPE OF SERVICES

CIS of Mid-America seeks a communications professional who will conduct an audit of the current awareness regarding our brand. The consultant will assist in creating a Strategic Communications Plan, using the results of the audit, with the goal of increasing brand awareness, name recognition, and understanding of our work. Consultant must take into account the significant geographical imprint of the agency and the wide variety of communities in which we work and provide recommendations to suit the unique needs of those communities. Duties will include:

Work with the Vice President of Communications to develop a Strategic Communications Plan for FY23.

Conduct an audit of brand awareness of Communities In Schools of Mid-America throughout Kansas, Missouri, Oklahoma, and Iowa.

Data points to include:

Rural vs. Urban

Communities with CIS of Mid-America vs those without

The number of schools served by CIS of Mid-America in each community

Length of time that CIS of Mid-America has been in each community

CIS of Mid-America awareness vs. our competitors

Increase our overall brand recognition throughout our multi-state network.

As appropriate, find avenues of communications through both traditional media (radio, television, newspapers) and non-traditional media (blogs, podcast, TikTok, YouTube).

Work with the Vice President of Communications to develop content requirements and structured templates.

Assist the Vice President of Communications in clarifying the target audience(s), purpose and reach of each communication vehicle (website, newsletters, and social media channels).

LENGTH OF TIME FOR SERVICES

We plan to rely on the consultant's recommendation for time spent conducting the brand awareness audit. Once the audit has been completed, we anticipate a two-month engagement to establish a strategic communications plan. The consultant will be asked to conduct a follow-up audit to establish impact of the strategic communications plan annually.

ANTICIPATED SELECTION SCHEDULE

The Request for Proposal timeline is as follows:

Request for RFP: April 15, 2022

Proposals DUE to CIS of Mid-America: June 1, 2022

Selection of Top Bidders/Notification to Unsuccessful Bidders: June 15, 2022

TIME AND PLACE OF SUBMISSION OF PROPOSALS

The RFP will be posted on our website, www.cismidamerica.org, and can be downloaded from there directly as of 10:00AM on April 15, 2022.

Respondents to this RFP should submit their proposal via email to communications@cismidamerica.org. Responses must be received no later than COB on Wednesday, Jun 1, 2022.

ELEMENTS OF PROPOSALS

A submission must, at a minimum, include the following elements:

Description of the individual or firm that includes qualifications, past work history, relevant experience, and certifications.

A cover letter outlining the individual's or firm's strengths and skills/capabilities as they relate to the proposal.

A representative selection of past projects and clients encompassing work similar to the work proposed in this RFP.

The amount of time the consultant expects to spend on the project with an outline of proposed fees.

A minimum of three references.

EVALUATION CRITERIA

The education, experience, knowledge, skills, and qualifications of the individual or firm who will be able to provide these services.

The competitive cost of services.

The expertise of the individual or firm in working with similar clients (i.e. nonprofit, youth-based organizations).

REFERENCE- Summary of Existing Communications Tools/Products

CIS of Mid-America's communications tools include, but are not limited to:

Monthly and quarterly email newsletters

Social media networks: Facebook, Instagram, Twitter, LinkedIn

YouTube channel

Podcast

Website

Press Releases

Promotional materials: brochures, annual report, postcards, etc.

Branded items: business cards, name tags, apparel, signs, etc.

Advertisements: newspaper, radio, social media

Local memberships: Chamber of Commerce, etc.

Content Management

CIS of Mid-America creates content using information from the work currently being done with students (real stories) in combination with data points and donor recognitions.

Graphic Design

CIS of Mid-America designs all items in-house using Canva and GIMP.

Video Production

CIS of Mid-America's video production is done in-house using Canva. For special projects, CIS of Mid-America hires a videographer/video editor.

Email Newsletter

CIS of Mid-America publishes a variety of newsletters throughout the year.

A monthly newsletter goes out to more than 2,600 subscribers, featuring agency level information

A quarterly newsletter goes out to only subscribers in KC Metro and Anadarko, featuring information local to those communities

A monthly newsletter featuring the "School of the Month" in KC Metro

A monthly newsletter goes out to all employees, with staff-specific information

Additional newsletters are sent featuring giving campaigns and upcoming events

Website

www.cismidamerica.org is a WordPress website and is managed in-house.

Social Media

CIS of Mid-America has an active social media presence. The platform that we have the most engagement on is Facebook.

Subscriber/Follower Stats

As of April 1, 2022

Publication Type

Data

Link

Network Newsletter (monthly)

2,320 subscribers

via Mailchimp

Staff Newsletter (monthly)

100 subscribers

via Mailchimp

Anadarko Newsletter (quarterly)

29 subscribers

via Mailchimp

KC Metro Newsletter (quarterly)

157 subscribers

via Mailchimp

KC Metro "SOTM" Newsletter (monthly)

154 subscribers

via Mailchimp

Facebook

3,829 followers

<https://www.facebook.com/cismidamerica>

Instagram

455 followers

<https://www.instagram.com/cismidamerica/>

Twitter

711 followers

<https://twitter.com/CISMidAmerica>

LinkedIn

336 followers

<https://www.linkedin.com/company/cismidamerica>

YouTube

20 subscribers

46 videos

1,662 views

https://www.youtube.com/channel/UCwXtfTmJwxDLvchKzJA_dkQ

Podcast (Letters from the Lunchroom)

3,970 downloads

53 episodes

<https://lettersfromthelunchroom.simplecast.com/>

Website

731 monthly users

964 sessions

1,945 page views

84% new visitors

60% bounce rate

1:47 avg. session

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