



May 28, 2019

JWF Publicity & Social Media RFP

Jewish Women's Foundation of the Greater Palm Beaches (JWF) seeks publicity and social media exposure on a local and state-wide level with the goal of JWF being recognized as a leader in the non-profit community, bringing together likeminded individuals and organizations to create lasting social change for women and children.

JWF seeks to gain overall publicity for our organization, our work, our events and our annual luncheon. JWF's annual luncheon, held in December at the Kravis Center in West Palm Beach, is essential to our fundraising success. This year, we seek to raise the bar by attracting more attendees, raising more money, and by bringing more attention to the luncheon as an integral part of our larger annual campaign.

JWF was established in 2002 as part of the Jewish Federation of Palm Beach County and became an independent organization in 2014. JWF is a 501(c)(3) operating foundation based in West Palm Beach whose mission is to advance the status of women and girls in the US and Israel through strategic grantmaking, advocacy and education, and leadership development programs.

Part of our operating funds comes from our approximately 120 trustees who contribute an annual donation. JWF does strategic grant making with a gender lens, granting over \$200,000 annually to nonprofit organizations working to improve the lives of women and children locally, nationally, and in Israel. Our current focus areas are; Gender based violence/violence prevention and Labor/employment issues. JWF also organizes community education events and implements leadership development programs for young women and Jewish teens in Palm Beach County with the hopes of developing the next generation of strategic philanthropists knowledgeable about gender equity.

Our annual donations from trustees, the campaign and annual luncheon support our [grants](#), community education events, and leadership development programs.



1. Project Goals

The goals of this project include:

- Increase visibility of JWF and our work locally in Palm Beach County and throughout the state of Florida
- Attract new trustees and donors who support JWF's mission
- Annual Campaign –
 - Increase participation in JWF's annual campaign
 - Increase total amount raised as part of annual campaign
- Annual luncheon –
 - Increase awareness, sponsorship, and attendance of *Investing in Women* Luncheon

To reach these goals, JWF is now accepting bids in response to this Request for Proposal.

The project details are as follows:

2. Scope of Work

JWF is looking for a partner that can help with

- Social media strategy to increase exposure and awareness of **all** JWF events and programs (community education events, trustee luncheons, and annual luncheon). Content production, daily posting on all platforms, analysis of social media statistics, etc.
- Media exposure – focus on traditional media outreach to local, regional, and national media in online, print, and broadcast, as well as niche outlets, with fundraising as a key component of all information disseminated to media. Including but not limited to press releases, television interviews, etc.
- Annual luncheon and campaign:
 - Corporate sponsorships – increase corporate sponsorship by connecting JWF to corporate sponsors who support JWF's mission
 - Strategy to increase community participation in our annual campaign

3. Target Deliverable Schedule

The expected project completion date is January 31, 2020. If this date needs to be adjusted, please include your readjusted proposed date, as well as your reasoning for shifting the schedule.



4. Existing Challenges Or Technical Issues

At this time, JWF currently has several challenges that bidders should be aware of.

- Staff of 4
 - Limited or no media training
 - Limited time to implement strategy
- Website limitations – JWF understands that it is critical to have a website that is user-friendly and mobile responsive. We will be investing in a new website and rebranding this summer. As such, bidders should not consider this as part of their proposal.

5. Budget Constraints

The budget for this project is no more than \$18,000.

6. Evaluation Criteria

JWF will evaluate bidders and proposals based on the following:

1. Understanding of JWF's mission, the scope of our work, and knowledge of the local community
2. Previous experience/past performance history, specifically nonprofit experience
3. Samples and/or case studies from previous projects
4. Projected costs
5. Experience and technical expertise
6. Timeliness in communication

7. Questions Bidders Must Answer To Be Considered

1. What about our mission attracts you to create a proposal for JWF?
2. What does gender equity mean to you/your organization? What does feminism mean to you/your organization?
3. What are the major challenges you see with regard to this project for JWF?
4. What would previous clients say is your biggest strength or asset?
5. What metrics are used to measure success?



8. Submission Requirements

Bidders must adhere to the following guidelines to be considered:

1. Only bidders who meet all criteria in the evaluation section should submit a proposal.
2. Proposals must be sent in by June 14, 2019.
3. Include samples and references with your proposal.
4. A proposed schedule must also be included and clearly expressed.

9. Contact Information

For questions or concerns connected to this RFP, we can be reached at:

561-275-2200 or Jennifer@jwfpalmbeach.org