



Morningside Volunteer Fire  
Department, Inc.  
6200 Suitland Road  
Morningside, Maryland 20746  
www.MVFD27.com

## **Request for Proposal**

The Morningside Volunteer Fire Department (MVFD) has been awarded the FY19 FEMA Staffing for Adequate Fire and Emergency Response (SAFER) Grant. As part of this request, MVFD is seeking assistance from an outside vendor to provide services for the scope outlined in this RFP.

### **Scope**

MVFD is seeking a one-year contract for \$30,000 with an option to extend yearly for three additional years at \$15,000 per year. The purpose of this contract is to assess the current state of recruitment by the department and to grow the department's volunteer recruitment and retention efforts.

### **Anticipated Award Date**

January 1, 2021

### **Anticipated Contract Start Date**

February 1, 2021

### **Intention to Submit**

MVFD will provide updates to RFPs, responses to written questions, and an informational session to those who register their intent to submit a written proposal, if needed. Responding companies should register their intent by e-mailing <mailto:safer-rfp@mvfd27.org> with their contact information to be added to the distribution list. MVFD will not be posting updates to the RFP and follow-on information publicly.

### **Statement of Work**

The contractor shall provide the following services:

- Task 1: Audit the existing marketing/recruitment plan and setup and provide a written report no later than 90 days after the beginning of the contract.
  - The written report shall include an analysis of the existing marketing and recruitment plan, recommendations to improve it, including audience and competitor analysis. Recommendations shall include determining the proper methods for recruitment and marketing including targeted geographical areas, targeted platforms, and target demographics.

- The report shall also include a formal written marketing and recruitment plan for MVFD to follow for the next 5 years.
- Task 2: Conduct a social media audit and develop and manage the social media content for the contract period. Note: digital ad buys and other paid media should be included *in the RFP fixed-price contract*.
- Task 3: Develop and manage digital ad campaigns including recruitment videos and photos. Digital ad campaigns shall include new content at a minimum every 3 months and new recruitment/ad videos at least every 4 months.
- Task 4: Design and provide to MVFD print material, including ready-to-print brochures, recruitment media, ready-to-use graphics, and ready-to-use images for websites. MVFD will provide existing logos and any existing media for use.

### **RFP Format and Details**

Given that this is a firm fixed price contract, respondents will be evaluated based upon technical capabilities and past performance. Respondents should include the following in their submission packages:

1. Company Name, Contact Information
2. Company History
3. Bios of Key Personnel
4. Three Examples of Relevant Projects
  - a. Examples should include:
    - i. Printed material of past/current clients
    - ii. Social media content managed for past/current clients
    - iii. Example reports and/or analysis provided for past/current clients
    - iv. Client names may be blacked out or removed for confidentiality, however be advised that selection may be based on the information provided
5. Budget for Social Media Advertising
  - a. A breakdown by platform shall be included (i.e., Facebook, Twitter, Instagram)
  - b. Proposed retargeting budget for Ad Roll and Google as needed.
6. Written Plan and Proposal describing the approach for each task for Year 1 of the Contract

It is recommended that respondents answer the following questions in their proposals:

- How would your agency approach the needed audience and competitor analysis?
- How would you approach raising brand awareness and fostering our recruitment efforts?
- Share an idea, beyond social media, for engaging potential new members.
- Describe team logistics – how will we work together?

### **Intellectual Property**

MVFD will retain the rights to all materials produced as part of this contract including any marketing and advertising materials.

### **Schedule**

Proposals Due: November 30, 2020 at 1800 hours EST

Meeting with Finalists: TBD

Selection of Awardee: Anticipated NLT January 1, 2021

Task 1: Due 90 Days after award

Task 2: Due 120 Days after award

Task 3: TBD

Task 4: Due 120 Days after award

### **Cost**

This is a firm fixed price, one-year contract in the amount of \$30,000 with the option to extend annually at \$15,000 per year. The contract shall be reviewed annually. The contract price is inclusive of digital ad buys and additional paid media costs.

### **Due Date and Submission Guidelines**

RFPs are due to MVFD via e-mail in PDF format **NO LATER THAN 1800 EST Monday November 30, 2020**. Submissions shall be e-mailed to [safer-rfp@mvfd27.org](mailto:safer-rfp@mvfd27.org). A confirmation of receipt will be provided via e-mail. MVFD reserves the right to extend the due date or request follow-up information.

### **Questions and POC**

Questions shall be directed to MVFD via e-mail at [safer-rfp@mvfd27.org](mailto:safer-rfp@mvfd27.org). Written responses will be e-mailed to the original company and posted for all companies that have registered their intent as outlined earlier.