



**REQUEST FOR PROPOSALS:**

**Marketing & Communications Support**

Date of RFP: November 18, 2024

**Presentation Proposals Must Be Completed By: January 10, 5:00pm ET**

**Introduction**

Helping and Lending Outreach and Support (HALOS), a 501(c)(3) nonprofit, seeks proposals from qualified marketing and communications firms and consultants to provide an array of coordination, content, and supportive services that advance organizational effectiveness and message reach. A trusted partner is desired that can collaborate successfully with HALOS leadership and members of our development department. The ideal firm or consultant will be highly organized with a proven track record of successfully enhancing organizational communications, brand recognition, and outreach efforts.

**Background**

The mission of HALOS is to promote safe and nurturing homes for children in kinship care. The HALOS kinship care program provides direct services to families in which a grandparent, other relative, or someone close to a child steps in to raise them when a parent cannot do so safely. In 2007, HALOS began the first kinship care program in South Carolina, based on evidence of need and the lack of resources for this large and growing population of families. HALOS offers a range of opportunities for caregivers to gain support, meet critical needs, and connect with their peers and community.

The main component of the program is a service referred to as navigation, which is the label commonly used to define programs that connect kinship caregivers to referrals and resources needed to promote the safety, permanency and well-being of children in their care. Other services in this program include: long-term case management using the Success Coach model, virtual and in-person support groups, mentorship that elevates the voices of caregivers with lived experience, caregiver education, access to critical goods (such as beds, cribs, diapers, clothing, etc.), and special drive initiatives (summer camp, back to school, holidays) that address the barriers kinship families often encounter.

HALOS has an annual budget of approximately \$2M and 15 full-time staff members, as well as a growing development department, which includes a Development Specialist responsible for overseeing

marketing and communications efforts. Our target audiences include both families in need of services as well as the general public. As a public charity, we desire to build knowledge with potential supporters about our programs and fundraising needs while also expanding the positive reputation HALOS holds as a thought leader and advocate in kinship care, both in SC and nationally. We have an existing, strong brand guide.

### **Project Objective**

HALOS has a growing team and geographic service area but little internal capacity to effectively plan, originate, and implement its desired marketing and communications activities. Equipped with the results and recommendations of a recent needs analysis, we are looking to work side-by side and in step with a vendor that can support our execution of our strategic marketing and communications plan. We expect to engage with someone who can raise overall brand awareness and determine new and innovative ways to support and elevate our mission.

### **Expected Deliverables**

Deliverables include but are not limited to (specific items to be agreed upon during onboarding process):

- External company communications copy writing (e-blasts, newsletters, blog entries, annual report, etc.)
- Public relations (op-eds, pitching, media list development, relationship building)
- Networking and social media strategy and execution (X, Instagram, Facebook, LinkedIn, Vimeo, Blue Sky)
- Direct mail campaign development
- Marketing collateral refreshes and maintenance (brochures, websites, multimedia, etc.)
- Brand management
- Media/advertising efforts
- Event promotion (1-2 fundraising events per year)

### **Other Details**

- HALOS currently utilizes WIX to support our website (though we are moving to Wordpress) as well as Canva and Mailchimp.
- No routine on-site work is required.
- Regular, scheduled meetings for oversight and coordination desired.
- No video production work is requested as a part of this contract.

### **Proposal Guidelines**

Proposals should be delivered via Zoom or Teams during a 30-45 minute presentation or pitch. All proposals must include:

1. Evidence of the firm's/consultant's qualifications to provide the above services;
2. Background and experience in providing similar services;
3. The size and organizational structure of the firm or consulting business;
4. Statement of the firm's understanding of work to be performed and the proposed solution;
5. A proposed collaboration structure and process;
6. Proposed fee structure for services, as well as whatever guarantees can be given regarding increases in future years, and the maximum fee that would be charged;
7. A description of billing rates and procedures for technical questions that may come up during the year, or whether these occasional services are covered in the proposed fee structure;
8. A sampling of previous work; and
9. References and contact information from at least two comparable nonprofit clients.

### **Proposal Submission**

Your presentation proposal must be completed by 5:00 pm Eastern Time on January 10, 2024. To schedule a presentation, email [jed@charlestonhalos.org](mailto:jed@charlestonhalos.org) and [janice@charlestonhalos.org](mailto:janice@charlestonhalos.org).

If you have any questions or would like further clarification of any aspect of this request, please contact Jed Dews, Executive Director, via email at [jed@charlestonhalos.org](mailto:jed@charlestonhalos.org).

### **Terms and Conditions**

This is an invitation for proposal only.

HALOS shall not be obligated to any vendor until a written agreement has been executed.

HALOS shall not be liable for any costs associated with the preparation of presentation or proposal materials.

While sub-contracting any phase of the work may be considered, the vendor submitting the proposal must assume full responsibility of the end-to-end process. Vendor must disclose if they are using sub-contracted services as part of the proposal.

Any and all verbal discussions and responses are not binding on either party.

HALOS may issue addenda during the proposal period by the designated official. All addenda become part of the RFP documents and responses must be submitted with the proposal. It is the responsibility of the vendor to establish whether or not HALOS has issued any addenda.