



REQUEST FOR PROPOSAL FOR MARKETING AND ADVERTISING SERVICES

RFP Release Date: Monday, December 12, 2022

RFP Submittals due: Thursday, January 12, no later than 5p MST

ORGANIZATION BACKGROUND AND PURPOSE

Elevation Community Land Trust (Elevation CLT or ECLT) is a new, permanently affordable homeownership platform established in December 2017 by a collaborative of local foundations that recognized the urgent need for a strategic, cross-sector intervention to address the growing issues of affordable homeownership in Colorado. Elevation CLT's mission is to foster stewardship of permanently affordable homeownership for Colorado's low-income families – with an initial focus on the Denver Metro region. It will help stabilize families through the use of the community land trust (CLT) model, a proven asset-building tool for lower income communities and communities of color that are at risk of displacement.

PROJECT NEEDS/GOALS

Work with ECLT to establish a cohesive branding for the organization to deliver to communities concerned with housing statewide. Identify and execute methods to leverage relationships with municipalities, community members and other community organizations to aid in the strategic distribution of inclusive marketing messages and materials. Identify channels through which to effectively distribute marketing content, and design and create these materials, including but not limited to digital content and print materials. Design and create marketing collateral and promotional items associated with the campaign. Track the success of the campaign and provide ongoing advice on how to improve outcomes as the campaign unfolds.

OVERVIEW

1. ECLT seeks to implement a comprehensive marketing campaign February 1, 2023 – December 31, 2023. Target engagement include communities of color, rural areas, areas of low income and/or wide wealth gaps, workforce and communities communicating primarily in languages other than English.

2. ECLT seeks Bids from qualified Vendors to create better/greater brand recognition through a comprehensive digital advertising, monitoring and reporting service plan. ECLT is seeking a firm focused on cohesive rebranding, internal/external digital and printable documents, website and social media footprints.
3. The purpose of these specifications is to make ECLT more accessible to the community we serve and intend to serve to include but not limited to, communities and community members with exceptional audible or visual needs, and community members accessing ECLT information I their heart languages.
4. Vendors shall submit bids that indicate minimum pricing and requirements for the provided list of services. Any additional costs not requested in the bid document must be specified. There shall be no hidden costs.
5. Bidders shall provide documentation in sufficient detail for Owner to compare their Bid to Bids by other Prospective Vendors.
6. If a Prospective Vendor is unable to comply with any of the following specifications, the Prospective Vendor shall submit in writing the reason for noncompliance. Explain in detail specifications needing alternative methods of compliance. The Owner reserves the right to reject any Bid which does not meet these specifications.

SUBMITTAL

1. Campaign Result Examples
 - a. Vendor(s) shall submit **two** (2) examples of successful comprehensive marketing campaigns from current or recent statewide **non-profit** customers.
 - b. Examples should include a list of services, results of the campaign and any adjustments that were made throughout the campaign.
2. Contact information for two references from the aforementioned examples of service.
3. Samples of alternate creative services, storytelling or narratives used to impact fundraising for example.
4. Samples of reports including, but not limited to:
 - a. Functionality/electronic dashboard
 - b. Details
 - c. Visual Elements
 - d. Frequency
 - e. Delivery
 - f. Messaging
5. Pricing
 - a. Vendors shall list pricing for minimum purchase
 - b. Vendors shall indicate timeframe for minimum purchase
6. All Vendors are expected to submit samples. No exceptions.

7. Vendors shall provide mechanisms for continuous customer contact regarding ad performance and services that will provide flexibility and adjustments to maximize results within the campaign.
8. Vendors shall provide a narrative of the benefits of working with their company.
9. ECLT currently manages its social media advertising campaign in house. Vendors shall provide guidance to obtain and retain a consistent optimized schedule to create, grow and manage these campaigns.

SCHEDULE

Vendors are encouraged to utilize and edit the schedule template provided, to design a clear and concise marketing timeline for potential deliverables, however alternative or additional schedules are acceptable.

SERVICES	MINIMUM PRICING	DELIVERABLE TIMEFRAME			
TIER ONE PRIORITY					
Branding rollout (Q1) *Cohesive design for all internal and external materials					
PR/Media (Q1-Q4) *For ex: impact on annual/ongoing fundraising					
Soc med (Q1-Q3) *Time for collaboration and fine tuning					
TIER TWO PRIORITY					
PR (Q2-Q4)					
Soc med (Q2-Q3)					
External digital and printable marketing materials (Q2-Q4)					

EVALUATION CRITERIA

Collaborative submittals are encouraged. Qualifications, capability and experience of key personnel as well as experience with other public and/or private agencies in similar capacities will be considered during the evaluation process for this RFP, in addition to this non-exclusive list of criteria:

- History of successfully performing services for other non-profit organizations
- Cost to ECLT for the products and services identified in this RFP
- Proposed approach, including a clearly-demonstrated understanding of the intended scope of services to be provided
- Ability to meet any required timelines or other requirements
- Pertinent references
- Demonstrated commitment to equity and sustainability

TIMEFRAMES

- RFP Release: Monday, December 12, 2022
- Questions and answers: Friday, January 6, 2023 – Thursday, January 10, 2023
 - Questions must be emailed to tpatterson@elevationclt.org and dgaines@elevationclt.org and received no later than January 10, 2023 at 12p MST.
- Submittals due: Thursday, January 12, 2023 no later than 5p MST
 - Only electronic submittals will be accepted.
 - Submittals must be emailed to tpatterson@elevationclt.org and dgaines@elevationclt.org and received no later than January 12, 2023 at 5p MST
- Notice of Award(s) by or before Jan 27th, 2023