



IDAHO FEDERATION OF
Families
FOR CHILDREN'S MENTAL HEALTH

1509 S Robert St. Ste. 101 Boise, ID 83705 Telephone: 208.433.8845 Fax: 208.433.8337
www.idahofederation.org

Boise, October 28, 2010

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**Request for Proposal for Federation & Idaho TimeBank Marketing Development
RFP# 1**

Dear Interested Agencies:

You are invited to submit a proposal for our Federation & Idaho TimeBank marketing development projects in accordance with the requirements set forth in the attached *request for proposal* (RFP).

We, the *Idaho Federation of Families*, are a family-driven nonprofit advocacy organization that specializes in working with families and youth in the field of children's mental health. We support families by providing support, information, education, and advocacy to families throughout the state of Idaho.

If you intend to respond to the RFP, a letter of intent, which is not binding but will greatly assist me in planning for proposal evaluation, must be submitted to me in writing, by fax, or preferably, by email, and be received no later than November 4th.

The original and an electronic PDF version of your proposal must be received not later than November 15th or your proposal will otherwise be disqualified.

I anticipate that the company whose proposal is the best solution for our projects will be selected on November 17th. We will notify all providers of our final decision.

I will be the single point of contact for all inquires and correspondence.

I thank you for your time, effort, and interest in our Federation & Idaho TimeBank marketing development project.

Kind Regards,

Lacey Sinn, Development Director
1509 S. Robert St. Ste.101 Boise, ID 83705
208.433.8845 (phone); 208.433.8337 (fax)
lsinn@idahofederation.org

Attachment: RFP# 1

MISSION:

To provide leadership in the field of children's mental health by providing support and advocacy to families. To ensure the rights to community based services for all children an youth with emotional, behavioral, and mental disorders and their families.

Idaho Federation of Families Marketing Material **Request for Proposal**

I. Company Overview

The ***Idaho Federation of Families for Children's Mental Health*** (<http://www.idahofederation.org/>) is seeking proposals to provide marketing and promotional material for programs within the Federation. This Request for Proposal (RFP) presents an organization background and scope of work, as well as describes the tasks to be accomplished by the agency contracted. If your organization wishes to be considered, we are requesting a written proposal that addresses the points detailed in this RFP be submitted no later than November 15th to Lacey Sinn, lsinn@idahofederation.org or mailed to 1509 S. Robert St. Ste. 101 Boise, ID 83705.

II. Situational Analysis

The ***Idaho Federation of Families*** supports families by providing leadership in the field of children's mental health by providing support, information, education, and advocacy to families throughout the state of Idaho. We work vigorously to ensure rights to community-based services for all children and youth with emotional, behavioral, and mental disorders and their families. We are recognized as a family-driven, high quality, effective advocacy organization. Frequently, we are marketing to families who are unaware of our organization, services, and programs. We see this marketing development as a way to inform our families about our organization as-well-as educate those unaffected by mental health issues about the common misconceptions and stigma related to a mental health diagnosis. Concurrently, we are creating a new program which will work independently, while continuing to benefit and incorporate many of our families, from the Federation. Our challenge will be to target and market extensively to organizations, companies, groups and individuals presumably disconnected from the field of children's mental health (throughout the state of Idaho).

III. Scope of Work

We are seeking a marketing agency partner with a proven track record for creative excellence in marketing and promotional material development. The agency's overall goal will be to polish marketing materials and enhance awareness of the ***Idaho Federation of Families*** brand among current families we are working with and prospective organizations, businesses, industry partners, and other key constituents. The agency will also work to separately develop a brand for a new Federation program. Tasks to be accomplished will include:

Marketing Resources:

Federation Specific Materials: All marketing materials should have a common design theme.

- Federation posters for schools/agency promotion (11 x 14): original photography/illustration to be used
- Display board materials (tabletop 3-panel display board): Replace previous promotional material with original marketing material (who we are, programs, volunteer). We are not completely certain how to complete this task; we will need guidance on where to begin.
- Program handout (two-sided) template (11 x 4 ¼): original template; will be used for off-set printing.
- Cover page & back page template for booklets (8 ½ x 11) and (5 ½ x 8 ½): original template, two size variations. Create a Federation-branded template to be used as a cover page for potential original booklets.

TimeBank Specific Materials: This is a new program; original branded look; common marketing design.

- TimeBank Brochure: original photography/illustration (8 ½ x 11) (this is a new program with the Federation)
- Logo Development: original logo; 2 concepts for presentation
- Program handout (two-sided) template (4 x 6 – post card size)

* We are open to stock images and/or incorporating a photo shoot with the youth we work with to use for the above marketing materials.

* These are estimated sizes based on examples.

IV. Budget

Our marketing/promotions budget for fiscal year 2010-11 will be structured at the discretion of the *Idaho Federation of Families* upon agency selection.

VI. Process of Evaluation (Timeline)

Our timeline for our agency search:

October 28: RFP document distributed to agencies

November 4: Deadline for agencies to provide notification on intent to participate in review

November 8-11: Company availability for agencies to schedule inquiry calls (if desired)

November 15: Completed RFP's due to Lacey Sinn

November 17: Agencies notified of final selection & contracts exchanged

November 29: Kick off meetings and start date for new agency

VII. Request for Proposal

Agency Overview

- Please provide a brief overview of your agency.
- Provide a brief overview describing your qualifications (or the qualifications of the team of consultants/organization) and how the tasks described above would be carried out.
- A firm estimate of fees to be charged, and an estimate of expenses that would be incurred.
- Include project timeline and proposed completion date.
- Provide references from past/current clients.
- Provide three past or current work samples.

Account Team Related Questions

- Describe the team structure and how resources would be allocated to us.
- Who would be responsible for managing timelines and budgets?

Budget Related Questions

- How do you bill for services?
- How would you allocate resources to the budget provided?