

Adopt A Class

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Increase Social Media Engagement

RFP Timeline:

- RFP Issued: 15 July 2018
- Document Submission Deadline: 1 August 2018
- Selected Agency Notified: 15 August 2018
- Agency Start Date: 20-25 August 2018

Project introduction

Founded in 2003, Adopt A Class (AAC) is a Cincinnati based non-profit, for-impact organization dedicated to connecting businesses and civic groups with students in high poverty schools. Our mentors bring engaging and educational group activities to their adopted classroom once a month. We imagine a Greater Cincinnati where all students have access to mentors who expose them to a breadth of life and career experiences, so they can unleash their full potential. Today, we work with a network of over 2500 mentors, we call “adopters”, from more than 150 companies to impact more than 6,000 students annually.

The goal of this RFP is to find a partner to help us improve our social media engagement to better reach our organizational goals. We currently run social media on Facebook, Twitter, Instagram and LinkedIn. And, recently invested in Hootsuite to manage them all in one place. We have been successful over the last year in aligning our social media channels to our new brand and garnering some following. Though, due to limited capacity at Adopt A Class, we are looking for a partner to help us take our social media to the next level. We need a strong strategy and support in implementing a plan that will yield results.

We are accepting proposals in response to this request for proposal (RFP).

Project purpose and description

The purpose of this project is to help us improve our social media engagement to better reach our organizational goals.

This project will support the marketing goals approved for this fiscal year. The goals for this project are:

1. Build awareness of the Adopt A Class mission more broadly, specifically among employees of engaged organizations and C-Suites of mid-large size organizations in Greater Cincinnati.
2. Increase our social following on each platform by 80% by July 1, 2019
3. Support the generation of 30 leads by July 1, 2019
4. Support digital fundraising goal of \$5000 by December 31, 2018

Responsibilities to reach these goals are:

- Conduct a social media audit to benchmark Adopt A Class' existing status in social media and provide clear guidelines for developing successful social media engagement strategies.
- Develop a 6-month social media strategy towards achieving the goals list above.
- Create and manage a monthly content calendar aligned to Adopt A Class' Marketing Content Compass (document outlining themes and key messages for each month). Including:
 - Content generation to drive engagement (Note: some content and ideas will come from Adopt A Class directly.)
 - Graphics support, including photos, original infographics, memes and other visual audience engagement assets for use in various social media channels. (Note: Adopt A Class has a growing bank of original photos and graphics suitable for this purpose.)
 - Execution of 1-2 campaigns (i.e. storytelling and fundraising)
- Monthly reporting on analytics for each platform, including insights for improvement.

Target Audiences

Adopt A Class has identified the following audience groups it aims to reach:

1. Employees of engaged organizations
2. C-suite leaders of mid-large size organizations in Greater Cincinnati

Timelines

- Proposals in response to this RFP are due no later than **August 1, 2018**.
- Evaluation of proposals will be conducted from **August 1 until August 8**. We will notify bidders during this time if any information or discussions are needed.
- The winning proposal will be chosen no later than **August 15**. Interviews will be conducted before then.
- Upon notification, the contract negotiation with the winning bidder will begin. Contract negotiations will be completed by **August 17**.
- Notifications to bidders who were not selected will be completed by **August 17**.
- Project kick off will start no later than **August 25** with the project concluding by **March 31, 2019**. There is an opportunity for further engagement beyond March 31.

Proposal evaluation

Adopt A Class will rate each application based on the following factors:

- Relevant training/work experience
- Samples of past work and results achieved
- Cost vs. value: Bidding agencies will be evaluated on the cost of their proposals based on the outlined scope of work

Proposal guidelines

In order to be considered, all bidding agencies must provide:

- Company description, list of employees who will be working on this project and project management processes in place for implementing this project
- Recommended approach and timeline for this project
- Up to 3 relevant project examples, including results achieved
- Line-item pricing and budget