



## **Request for Proposal Marketing Development and Marketing Strategic Plan**

### **General Information**

This Request For Proposal (RFP) is to obtain proposals for qualified marketing and communications businesses to evaluate and recommend improvements of the GRACE brand, website, communications, marketing materials, social media presence, public outreach activities, and other related marketing functions.

### **Who We are**

GRACE “stands for Giving and Receiving Our Community Essentials”. GRACE provides weekly distribution of food and essential supplies, along with stabilizing supports, and serves over 500 families in and near Summit, New Jersey. GRACE meets community needs with community resources to enable the good health and success of our vulnerable and underserved neighbors.

### **Project Overview**

Development and implement a marketing communication strategy. Identify areas of opportunity to develop and enhance branded materials for digital and print materials. Develop social media calendar and communication materials which include: newsletter, digital media, events, GRACE mobile unit, volunteerism and additional materials as recommended. Develop messaging for prospective donors, volunteers and shoppers. Communication materials must be simply translated in three languages English, Spanish and Ukrainian.

#### **- Brand Development:**

Develop fresh and accessible brand materials for use in print and digital outreach. This may include branded banner images, button images, forms for events and activity registrations, email templates, flyer templates, and outreach materials. Provide accessible multi-media content, to include high resolution images and videos for use in presentations and media. Provide full access to materials within a shared and protected cloud space. Visual materials should be made as forms and templates, so they may be updated and edited as needed.

#### **- Website redesign: [www.gracegivingreceiving.org](http://www.gracegivingreceiving.org)**

GRACE will accept concept and ideas to design and publish a new, redesigned website for the organization, along with branded content that further highlights and develops the imagery and media used across platforms. The current website needs a refresh to accomplish our current marketing objectives and accessibility requirements. Our primary goals are to make the public aware of our outreach initiatives, encourage volunteers, secure donations, and provide an overview of our services. We would like to be able to make minor edits to the content in-house, so the back end needs to be user-friendly. Website provides analytics and we would like to build into the new site better tracking of traffic and best practices for SEO. Website must incorporate volunteer registration program (*Galaxy*) and incorporate donor fundraising software (*CharityProud*).



**Submission requirements:** Proposals must be submitted in PDF format.

**Submission Deadline: April 30, 2024**

**Questions:**

Please direct any questions to Andrea Caserta, Board Member [andreacaserta@aol.com](mailto:andreacaserta@aol.com).

**Budget:**

At this time the budget is to be determined as we are seeking to identify the total cost of the plan.

**Proposal Content:**

Vendors are requested to include the following information in their proposals:

- **Company Overview:** A brief history and description of your company and team.
- **Previous Work:** Examples of previous similar projects, including references specific to those examples. Additional references may be included as well. Minimum of 3 references.
- **Timeline:** A detailed project timeline from initiation to launch.
- **Budget / Compensation:** Detailed pricing information, including any additional costs for ongoing support.
- **Technical Specifications:** An overview of the proposed technical framework and technologies to be used.
- **Security Measures:** Description of security measures and data protection protocols.

Please outline your recommended billing structure and include any pro-bono work that may be provided.