

Family CORE

Request for Proposals

Vision: Support children 0-5-year-old and their families to engage in quality coordinated resources that support their growth, development and a healthy life trajectory.

Mission: The Family Core Leadership Team will work collaboratively to support home visiting program and coordinated systems that are child-centered, family friendly, culturally and linguistically appropriate, and community-based to meet the needs of the Yamhill County population and communities.

BACKGROUND

The Family CORE (Coordinated 0-5 Referral Exchange) Leadership Team is an interagency team dedicated to the ongoing development, data analysis, evaluation and monitoring of the Yamhill Home Visiting Network in Yamhill County, including the Family CORE collaborative referral exchange and related services.

Family CORE has seven agencies (with a total of 13 programs) embedded within the referral program, which serves families throughout Yamhill County. These programs focus on supporting families who have children 0-5 years old, including but not limited to those who are experiencing a disability or medical condition, parents with substance abuse issues, and tribal members.

Yamhill Community Care (Yamhill CCO)'s Early Learning Hub is seeking proposals for the implementation of a public relations campaign to normalize and to promote home visiting throughout Yamhill County. All responses must be submitted by 5 pm Friday, July 31, 2020 to earlylearning@yamhillcco.org or mailed to Yamhill Community Care, 819 NE Third St., McMinnville, OR 97128. Questions should be addressed to Betsy Paniagua, Outreach and Referral Coordinator, at bpaniagua@yamhillcco.org or by calling (503)376-7423.

Awards will be available to one or more contractors to develop marketing strategies and materials to support the expansion of home visiting services through established programs that address the Family Core Strategic Plan, found in Appendix A.

The goal of the marketing campaign is to:

- normalize and destigmatize home visiting and parent education,
- expand pool of people who participate (referents and clients),
- identify marketing and communication strategies for clients and referents,
- identify communication strategies to support donor outreach, and
- increase rural populations engagement.

REQUEST FOR PROPOSAL (RFP)

The primary objective is to effectively partner with one or more contractors to provide professional advertising, marketing, public relations, media planning and placement, and website development and maintenance, and overall communications strategy for Family Core. The company must be responsive to advertising effectiveness, tracking trends, and drive social media efforts. This RFP will provide marketing and communication services for a period of one year.

ELIGIBILITY AND FUNDING REQUIREMENTS

In the application, applicants must demonstrate their experience and skills pertaining to promotional strategy, ad content, and their areas of focus (i.e. messaging, website development, etc.) In addition, a budget must be submitted alongside the application. YCCO will not read or provide feedback on applications in advance of submission but will answer questions and provide technical support in completing the application.

Applicants must submit a current W9 for the applying agency in order to receive payment. If personal health information (PHI) or other confidential information will be exchanged, awardees will sign a Business Associate's Agreement with YCCO. Awardees may be required to submit other financial or organization-specific paperwork upon receipt of grant.

FUNDING

Yamhill CCO Early Learning Hub will negotiate a retainer prior to execution of a contract. The balance will be paid quarterly upon receipt of an invoice and documentation from Contractor, contingent on adequate progress toward goals established through this RFP.

RFP TIMELINE

- RFP release – Monday, June 15, 2020
- RFP application deadline – Friday, July 31, 2020
- Notice of awards – Monday, August 17, 2020
- Contract executed – Tuesday, September 8, 2020
- First meeting with agency team – Friday, September 11, 2020, 1:00 – 2:30 pm
- Phase I completion – December 31, 2020
- Phase II completion – June 30, 2021
- Phase III completion date – September 10, 2021

PROJECT TIMELINE

Phase I Evaluation and Recommendation

Organizational Messaging to be reviewed from each Family CORE Organization

- **Evaluation**
 - What do our websites say?
 - How do programs message their purpose/services?
 - What are the best strategies for organizations who need to communicate with donors, referents and clients?
 - What language should be used to attract donors mean when trying to destigmatize (ex: 'high risk')?
- **Recommendations**
 - How can we maximize our common marketing/branding goals without undercutting the needs of each organization?
- **Collective Communication intended for the public and referring sources**
- **Evaluation of Family CORE Branding**
 - Look at what Family CORE has already done (Referral form, tri-fold brochure).
 - Develop branding strategy
- **Recommendations: Strategy/Tactics**
 - How do we encourage increased referrals from the community?
 - How do we advise people who make referrals on appropriate messaging?
 - Where and by what mechanism should we be messaging to families?
 - How do we make this a community-based campaign (instead of things like billboards)?

Phase II Implementation

The Family CORE Leadership team may move forward on some of the recommendations identified in the above outlined process. These may include the following:

Primary messaging tools

- Development of a logo and messaging guidelines for Family CORE brand package including fonts, logo, graphic elements and color palettes for collateral materials listed below.
- Branding standards and usage guidelines.
- Elevator speech (30-second script about program)
- Development of a Family CORE web site
- Refinement of the Family CORE rack card
- Development of print media
- Development of a promotional video on home visiting and/or parent education
- Development of an overall promotional strategy including traditional media and social media, print materials

Collateral Materials:

- Logos - horizontal/vertical, PDF/vector and icon for social media
- Detailed brand package including fonts, brand assets, graphic elements and color palettes
- Branding standards and usage guide
- Stationery package: business card template, letterhead, thank you card and envelopes
- PowerPoint template
- Rack card template (two-sided brochure)
- Newsletter templates (print and digital)
- Client story template
- Flyer template
- Banner or pop-ups for events
- Branded promotional items

Phase III Evaluation and Maintenance

Contractor will provide recommendation to Family CORE Leadership Team regarding:

- structure and staffing to support and maintain a prolonged media campaign
- data points to be used to measure success
- potential future adjustments to strategy based on data points

SUBMISSION

Submit completed applications to Betsy Paniagua at earlylearning@yamhillcco.org or at 819 NE Third St., McMinnville, OR 97128. Applications must be received digitally or postmarked by 5:00 pm on Friday, July 31, 2020 to be considered for funding. Please direct questions to Betsy Paniagua at the email above or at (503)376-7423.

APPLICATION

The Application should be 5-10 pages, single-spaced, 12-point font.

I. COVER PAGE

Complete Attachment 1.

II. APPLICANT INFORMATION

Provide your business name, address, email, phone number, and tax identification number. Describe your firm, its history and its capabilities to address the goals and deliverables in this proposal.

III. ORGANIZATIONAL CAPACITY

Complete the table below to indicate main points of contact and roles for members of the project team.

	Name and title	Email address	Phone number
Project sponsor/oversight			
Project lead			
Finance			
Other			
Other			
Other			

IV. EXPERIENCE

Discuss your experience addressing each of the deliverables above. Provide recent digital examples of your work in each area (not included in page count).

V. BUDGET

Provide a detailed budget, including costs for each phase, design for each piece of collateral material, and total cost. Do not include cost of production for collateral pieces.

Provide at least three references that have used your professional services in the last five years.

VI. TECHNICAL ASSISTANCE

List any technical assistance needs you anticipate when implementing the proposed project. This may include assistance in completing this application.

Appendix A



APPLICATION COVER SHEET

Agency Name	
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	Name	Email Address	Phone Number
Primary Contact			
Secondary Contact			

Agency Mailing Address	Agency Fiscal Address (if different from mailing)
Agency EIN (Tax ID number)	

Appendix B

The Family Core Program is working on the following strategic goals.

Short term:

- Identify and engage families that:
 - are experiencing mental health/addiction
 - are teen parents
 - have a history of domestic violence
 - have educational delays and/or other special needs
 - are Spanish-speaking
 - have a history of engagement with the foster care system
 - are experiencing and/or in recovery from substance abuse that involves the court system
 - are experiencing high risk pregnancies involving medical case management
- Conduct outreach to the West Valley
- Conduct a review meeting with a team comprised of medical providers and educators to revise family core referral form
- Create shared home visiting talking points
- Create a social media campaign to be shared among home visiting and parent education providers
- Conduct home visiting baby shower outreach events twice annually
- Create a common Family ID and Child ID descriptor
- Create a shared plan to engage local hospital birthing centers
- Refine Maternal Medical Home (MMH) model of referral into Family CORE

Long term:

- Develop a more robust option to meet the needs of child with developmental delays
- Explore universal home visiting models; adapt to our community and implement
- Create a system wide database for tracking outcomes
- Explore options to develop home visiting workforce