



Indiana Coalition Against Domestic Violence

Request for Proposal

For Public Relations and Marketing Communications

For the period

February 1, 2021-June 30, 2021

Inquiries and proposals should be directed to:

Name: Melissa Iannuzzi

Title: Communications & Special Events Coordinator

Entity: *Indiana Coalition Against Domestic Violence*

Address: 1915 W. 18th St. Suite B,
Indianapolis, IN 46202
Phone: 317-917-3685
Fax: 317-917-3695

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General Information

A. Purpose

The Indiana Coalition Against Domestic Violence is issuing this Request for Proposals (RFP) to identify an agency well-positioned to develop a statewide public relations and marketing campaign designed to educate communities about the complex dynamics of domestic violence for the purposes of reducing the stigma and judgment that survivors face, and for facilitating survivors' access to and knowledge of the broad range of community supports available to them.

B. Who May Respond

Any business or person with the qualifications to provide information and marketing materials may respond to this RFP. It is the intent of the Indiana Coalition Against Domestic Violence (ICADV) to hire locally or with any agency that has an office in or around the State of Indiana. Businesses located outside of the State of Indiana may be considered if the Offeror can show they can meet the immediate needs of the organization.

C. Instructions of Proposal Submission

1. Closing Submission Date: Proposals must be submitted no later than 5:00 p.m. ET on January 22, 2021.
2. Inquiries: Inquiries concerning this RFP should be directed to Melissa Iannuzzi, miannuzzi@icadvinc.org or 317-917-3685.
3. Conditions of Proposal: All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the Offeror and will not be reimbursed by ICADV.

4. Instructions to prospective Contractors:

Your proposal should be addressed as follows:

Name: Melissa Iannuzzi
Title: Communications & Special Events Coordinator
Entity: Indiana Coalition Against Domestic Violence
Address: 1915 W. 18th St., Suite B, Indianapolis, IN 46202

Proposals may also be submitted electronically via email to: miannuzzi@icadvinc.org

It is the responsibility of the Offeror to ensure that the proposal is received by the Indiana Coalition Against Domestic Violence by the date and time specified above.

Late proposals will not be considered.

5. Right to Reject: The Indiana Coalition Against Domestic Violence reserves the right to reject any and all proposals received in response to this RFP if they do not meet the stated criteria described within this document. A contract for the accepted proposal will be based upon the factors

described in this RFP.

6. Small and/or Minority-Owned Businesses: Efforts will be made by the Indiana Coalition Against Domestic Violence to utilize small businesses with a preference for minority-owned and women-owned businesses. An Offeror qualifies as a small business firm, if it meets the definition of "small business" as established by the Small Business Administration (13 CFR 121.201).
7. Notification of Award:
 - It is expected that a decision selecting the successful business will be made within ten business days after the closing date for the receipt of proposals.
 - Upon conclusion of final negotiations with the successful firm, all Offerors submitting proposals in response to this Request for Proposal will be informed, in writing, of the name of the successful business.
 - It is expected that the contract shall be a 3-4 month negotiated contract.

D. Description of Entity, Project Need, & Services to be Performed

The Indiana Coalition Against Domestic Violence (ICADV) is a nonprofit organization incorporated in 1980 and is the federally recognized domestic violence coalition in Indiana. The ICADV works for the prevention and elimination of domestic violence. Coalition activities include action on public policy, programs, training and awareness at the state level, and also facilitating the delivery of survivor services by supporting a network of community-based domestic violence programs located across Indiana.

Project Need

In 2018 the Indiana Coalition Against Domestic Violence (ICADV) conducted interviews with domestic violence survivors from across Indiana to better understand their priorities for safety and support as they worked to recover from their experiences of violence. In describing their experiences of violence, nearly 100% of survivors told us that community norms of shame, stigma and judgment made it very difficult for them to reach out for support. The comprehensive findings of these interviews were published in a report entitled *Re-Centering*, available to read and download at icadvinc.org/movement.

To summarize, a primary concern expressed by survivors was that people in their community were not very helpful to them as they worked to navigate their experiences of violence. They reported that these negative interactions made it even more difficult to reach out for support. Survivors were frustrated by the public's lack of knowledge about the complex dynamics of domestic violence and believed that this lack of understanding resulted in judgment about all of the relationship decisions they made, and also in an inability to help them identify community supports. They told us that they experienced judgment from multiple sources, including friends and family, colleagues, faith communities, service providers and law enforcement.

They also told us that they felt judged for the decisions that they made in all directions. Some were told that they were foolish for dealing with abuse for so long, others were told that they should have stayed longer, and tried harder to make the relationship work. More broadly, survivors reported that they felt judged for being victims, for being poor, and for being perceived as a bad parent. Survivors told us that these experiences of judgment made them feel helpless, angry, isolated and even responsible for their own experiences of abuse.

Additionally, survivors reported that the people that they talked with about their experiences of abuse were generally unable to help connect them with community resources and supports. They told us that domestic violence services and supports needed to be broadly publicized through media, social media, and print resources throughout communities. They thought that helping agencies should be prepared to provide the information, but because many survivors don't have access to those supports, they also wanted publicly accessible places like salons, gyms, grocery stores, libraries, dollar stores, churches, and gas stations to have domestic violence resource information available.

At ICADV, we recognize that the domestic violence movement has contributed to cultural beliefs that enable judgment. Our movement has supported the idea that there are correct decisions that an individual experiencing violence should make. The solutions that have been prescribed for survivors begin with ending the relationship, then relying on shelter programs and law enforcement for support and safety. We have learned that for many survivors, these solutions are unrealistic or undesirable. Some survivors may choose to end the relationship, some may not; some survivors will seek interventions from law enforcement, but most will not; some survivors will seek supports from domestic violence programs, but many have not had reason to believe that we would be able to provide them with relevant, helpful services.

Essentially, survivors told us that if we want them to reach out for services and support, we should make it easier. With this call for proposals, we are seeking a campaign that promotes a compassionate, helpful response for survivors of domestic violence across Indiana. We seek messaging and strategies that respond to the barriers of judgment and inaccessibility by:

1. Creating a community education campaign that counters the oversimplified domestic violence narrative by normalizing and validating multiple solutions, and affirming that we all have a part to play in supporting survivors.
2. Creating materials and strategies that local communities may use to broadly publicize the availability of supportive services.

ICADV is seeking services of a full-service public relations or marketing firm to develop a survivor-centered campaign. Messaging and materials should be inclusive of multiple identity groups including gender, race, ethnicity, sexual orientation, age, and abilities, among others.

Services to be Performed

1. Develop New Communications Content

- Develop content that can be duplicated on website(s) and other marketing materials
- Develop content to be shared on a variety of platforms including: print, radio, social-media, and television
- Develop content in different languages, at minimum English and Spanish
- Content must promote equal access and appeal to marginalized populations
- Educational and awareness campaign content should be developed for the general public, service providers and other community stakeholders
- Rights of content should be available to ICADV for modification(s)

Specification Schedule

A. Scope of Services

The purpose of this RFP is to obtain the services of a public relations or marketing firm, whose principal officers are qualified to provide a quality campaign, hereinafter referred to as the “Offeror” to develop a marketing campaign to meet the specific needs to reduce public shame and stigma around domestic violence and to create materials to help local communities promote domestic violence supports.

B. Description of Programs/Contracts/Grants

ICADV receives funding for this project from the Domestic Violence Prevention and Treatment grant administered by the Indiana Criminal Justice Institute.

C. Performance and Delivery

The success of the marketing campaign is dependent upon the Offeror’s ability to provide quality services and materials in a timely manner.

Offeror should work with ICADV staff for a complete understanding of the data describing survivors’ experiences of judgment, and lack of information about supportive services.

Offeror should develop materials in a way that can be easily modified by ICADV staff in the event that programs and resources change after the initial development of materials. *Note: ICADV’s communication staff has access to the full Adobe Suite.*

Offeror should establish necessary relationships for marketing materials to be distributed through proper platforms.

D. Delivery Schedule

Offeror will deliver campaign and necessary materials by June 14, 2021.

Offeror must be available to assist with minor changes that may be needed after delivery.

E. Price

The Offeror’s proposed price shall be submitted with this RFP. The Offeror shall indicate the estimated flat rate costs for specific services. The Offeror is strongly encouraged to contribute in-kind support to the project in the form of donated media buy match, or other relevant services. The total contract, excluding the in-kind match, for all services and materials should not exceed \$60,000.

F. Payment

Payment will be made upon receipt of invoice with detailed service breakdown. Should ICADV reject an invoice, ICADV's authorized representative will notify the Offeror in writing of such rejection giving the reasons(s). The right to reject a report shall extend throughout the term of this contract and for thirty (30) days after the Offeror submits the final invoice for payment.

G. Technical Qualifications

A. Prior Service Experience

The Offeror shall describe its prior public relations or marketing experience, including the names, addresses, contact persons, and telephone numbers of prior organizations contracted. Experience should include prior examples of developed marketing campaigns.

B. Organization, Size, and Structure

The Offeror shall describe its organization, size, and structure. Indicate, if appropriate, if the firm is a small or minority-owned business.

C. Staff Qualifications

The Offeror shall describe the qualifications of staff to be assigned to the services being performed.

D. Understanding of Work to be Performed

The Offeror shall describe its understanding of work to be performed, including examples of messaging proposed for public awareness, community partners and stakeholders, and outreach strategies.

Proposal Evaluation

A. Submission of Proposal

All proposals should include technical qualifications and pricing information. The documentation will become part of the contract.

B. Nonresponsive Proposals

Proposals may be judged nonresponsive and removed from further consideration if any of the following occur:

1. The proposal is not received timely in accordance with the terms of this RFP.
2. The proposal does not follow the specified format.

C. Evaluation

Evaluation of each proposal will be scored on the following five factors:

Factor	Point Range
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1. Prior experience in creating and executing public relations or marketing campaign	
a. Offeror has substantial experience with example work provided	0-10
2. Organization, size, and structure of Offeror's firm	
a. Minority/small business	0-5
b. Location of business or proximity or estimated response time to ICADV	0-5
3. Qualifications of staff to be assigned to the project. This will be determined from information, resumes, and/or work experience submitted.	
a. Team makeup, if applicable	0-10
b. Prior experience of the individual or team members	0-10
4. Offeror's understanding of work to be performed	
a. Alignment between the Coalition's vision and proposed project	0-20
b. Adequate coverage	0-10
c. Realistic time estimates of each service	0-15
5. Price	
a. Offeror's price is within budget and in-kind match donation is provided	0-15
Maximum Points	100

D. Review Process

ICADV may, at its discretion, request presentations by or meeting with any or all Offerors, to clarify or negotiate modifications to the Offeror's proposals.

ICADV reserves the right to make an award without further discussion of the proposals submitted. Therefore, proposals should be submitted initially on the most favorable terms, from both technical and price standpoints, which the Offeror can propose.

ICADV will convene a review team comprised of the three members of the staff and the Executive Director to review all submitted proposals. Subject to availability, survivors involved in the Re-Centering report interview process may be consulted during scoring. ICADV contemplates award of the contract to the responsible Offeror with the highest total points.

Certifications

On behalf of the Offeror:

1. The individual signing certifies that they are authorized to contract on behalf of the Offeror.

2. The individual signing certifies that the Offeror is not involved in any agreement to pay money or other consideration for the execution of this agreement, other than to an employee of the Offeror.
3. The individual signing certifies that the prices in this proposal have been arrived at independently, without consultation, communication, or agreement, for the purpose of restricting competition.
4. The individual signing certifies that the prices quoted in this proposal have not been knowingly disclosed by the Offeror prior to an award to any other Offeror or potential Offeror.
5. The individual signing certifies that there has been no attempt by the Offeror to discourage any potential Offeror from submitting a proposal.
6. The individual signing certifies that they have read and understand all of the information in this Request for Proposal, including the information on the programs/grants/contracts in relation to the services performed.
7. The individual signing certifies that the Offeror, and any individuals to be assigned to the services performed, does not have a record of substandard work and has not been debarred or suspended from doing work with any federal, state or local government.

Dated this _____ day of _____, 20_____.

(Offeror's Firm Name)

(Signature of Offeror's Representative)

(Printed Name and Title of Individual Signing)