



Indiana Coalition Against Domestic Violence

Request for Proposal

For Public Relations and Marketing Communications

For the period

July 1, 2020 – October 31, 2020

Inquiries and proposals should be directed to:

Name: Erika Young

Title: Housing Program Manager

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

This request for Proposal (RFP) is to contract for developing a Coordinated Entry public relations and marketing campaign that promotes access to critical housing related services for survivors of domestic violence.

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 June 12, 2020.
2. Inquiries: Inquiries concerning this RFP should be directed to Erika Young, eyoung@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: Erika Young
Title: Housing Program Manager
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: eyoung@icadvinc.org

It is the responsibility of the Offeror to insure 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. 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 and minority-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 2 weeks of 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 month negotiated contract.

D. Description of Entity and 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. Located in Indianapolis and providing services throughout the state, ICADV works to eliminate domestic violence. We conduct prevention and intervention programs, advocate for system and societal change, and promote effective public policy and the allocation of resources.

ICADV administers the Domestic Violence Coordinated Entry project funding as a sub-grantee of the Indiana Housing and Community Development Authority (IHCDA) for the Indiana Balance of State Continuum of Care (IN BoS 502). ICADV serves as the responsible entity for this project.

Services to be Performed

The main focus of the project is for outreach under Coordinated Entry. ICADV is looking to affirmatively market the system to persons regardless of race, color, national origin, religion, sex, age, and disability status, who are experiencing homelessness and are less likely to access the system. ICADV is seeking services of a full-service public relations or marketing firm to develop and execute a comprehensive campaign for the Coordinated Entry System (CES).

The IN BoS 502 has an existing CES that shares a standardized method for connecting people experiencing homelessness to the resources available. CE assesses people's housing related needs, prioritizes them for resources, and refers those in need to the appropriate types of assistance that ranges from immediate shelter to long-term housing focused programs.

The end goal of the marketing strategy is to increase the knowledge of both consumers and providers by communicating what the CES is and how to access it. The existing CES focuses on targeting a traditionally homeless population, which has not been inclusive of sub-populations, such as survivors of domestic violence. The marketing campaign will be inclusive of domestic violence survivors and marginalized populations.

Specific 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
- Content should be developed for both persons seeking services and service providers
- 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 in promoting access to the Coordinated Entry System for both consumers and service providers.

B. Description of Programs/Contracts/Grants

ICADV receives funding for this project from the Indiana Housing and Community Development Authority (IHCDA), which is a pass-through entity for the United States Department of Housing and Urban Development (HUD) for Continuum of Care Project funding. The grant has a component of equal access and ICADV considers this priority in our ability to comply with funding sources.

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 existing Coordinated Entry System.

Offeror should seek necessary assistance from ICADV staff in order to ensure compliance of federal marketing requirements.

Offeror should develop materials in a way that can be easily modified by ICADV staff in the event the system changes after initial development of materials.

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 October 31, 2020.

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 must be willing to provide an in-kind match amount that totals 25% of the dollar value. The total contract, excluding the in-kind match, for all services and materials should not exceed \$75,000.

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 messaging to marginalized populations.

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
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	0-10
b. Adequate coverage	0-15
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	0-20
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. 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)