

Request for Proposals for Marketing Services

Proposal Deadline: 4:00 PM Eastern; Friday, January 22, 2021.

Tampa Crossroads, Inc., a nonprofit organization located in Tampa, Florida requests proposals for the development and execution of a comprehensive strategic marketing plan.

Questions regarding this RFP should be directed to info@tampacrossroads.com no later than 5:00 p.m. Eastern Time on Wednesday, January 20, 2021. Responses to all questions will be sent via email within 1 business day.

Electronic submissions of the proposals are required and must be submitted to info@tampacrossroads.com with "RFP Submission for Marketing Services" in the subject line.

Summary

With this Request for Proposal (RFP), Tampa Crossroads seeks to acquire the services of a qualified marketing firm or consultant to help develop a comprehensive marketing strategy. Tampa Crossroads invites proposals from interested marketing agencies with experience in: brand development and management; marketing; social media strategy, implementation, and management; direct mail, website design, development, and maintenance; and market research. Preference will be given to agencies with experience working with not-for-profit organizations and human services.

Bidders must follow exactly, and be responsive to, ALL requirements of this RFP. It is the bidder's responsibility to provide all specified materials in the required form and format. Responses that are not in the required form and format will not be considered.

The work to be performed will support the primary mission of Tampa Crossroads to provide holistic, client-centered, family-focused opportunities for positive change and personal accountability through evidence-based treatment, housing, and supportive service.

Background

Tampa Crossroads, Inc. is a private nonprofit corporation established in 1977. Our Mission is to provide holistic, client-centered, family-focused opportunities for positive

change and personal accountability through evidence-based treatment, housing, and supportive service.

Our programs accept adult men and women who are motivated to make positive changes in their lives to achieve and maintain long term recovery, gain employment, establish stable housing and return to independence. We are proud that we can offer assessments, treatment and support to adults who are struggling with trauma, addictions, homelessness, and co-occurring conditions. Through a mutual relationship building process involving our qualified and caring clinical staff and our clients, we identify strengths and weaknesses and offer a holistic approach, taking into account physical, mental, and social conditions in order to design a treatment plan that is tailored specifically to each individual's needs. Through this approach we can assure that the people in our care are able to accomplish the individualized treatment goals and move back to independence.

The corporation is governed by a 10-member volunteer Board of Directors. The funding for the organization comes from State and Local Contracts, Individual and Corporate Donations, and Events.

Tampa Crossroads, Inc. Statistics

Year of Incorporation: 1977

Number of Employees: 48

Annual Budget: \$5 million

Tampa Crossroads' Marketing Goals

Working in collaboration with the Board Fundraising Chair or Co-chairs, and designated staff at Tampa Crossroads, the marketing contractor will work toward:

- Evaluating current marketing efforts, both traditional and social media.
- Designing a step-by-step, comprehensive marketing strategy to best use our limited resources and grow our marketing efforts.
- Building greater awareness of Tampa Crossroads services.

Scope of Work

The scope of work will include the following:

- Serve as Tampa Crossroads' expert advisor for the development and implementation of marketing strategies for its primary mission of increasing clients and funding.
- Develop a marketing plan focused on achieving Tampa Crossroads' Marketing Goals.
- Provide next steps to expand marketing efforts as Tampa Crossroads' marketing budget increases
- Provide graphic design and content development for digital, print, and collateral material, as requested.
- Provide website design, development, and content services as needed.
- Provide social media strategy development, content, and execution.
- Advise Tampa Crossroads on maintaining brand consistency.
- Provide direct mail strategy, development and execution.

Response Requirements (minimum requirements)

For ease and efficiency of review, Tampa Crossroads has specified the numbering protocol below for bidders. Please follow this numbering protocol exactly, and do not re-number, insert numbers, or otherwise modify the sequence. Responses that do not follow this numbering order will not be considered.

1. Company profile

- a) Name of the business, contact person, and contact information: Provide address, telephone, mobile telephone number, fax number, email address, and web address, as applicable.
- b) Statement of ownership: Describe the type of business entity (sole proprietorship, corporation, LLC, or other), and list the majority and minority owners.
- c) List of subcontractors. If applicable, provide company name, contact person, address, telephone number, and intended percentage of work to be performed by any subcontractor.

2. Qualifications

- a) Provide a brief description of your firm, including its founding and history; number of employees; service areas; and awards or other forms of recognition.
- b) Provide a description of your work process.
- c) Special consideration: Describe the experience with and knowledge of not-for-profit agencies among your firm's personnel, in the context of their careers.
- d) Special consideration: Describe the experience with and knowledge of blindness, visual impairment, and other disabilities, in the context of their careers.

e) Special consideration: Describe why and how your firm is uniquely positioned to serve as the Tampa Crossroads' lead marketing strategist and advisor.

3. Experience and ability to perform this work

- a) Describe the approach your firm would undertake to successfully complete the tasks described in the Scope of Work.
- b) Provide examples of relevant work and/or case studies.
- c) Provide a minimum of three (3) not-for-profit client references.
- d) Provide a list of personnel who would be assigned to the Tampa Crossroads' work, along with their credentials and experience.

4. Pricing

- a) Provide a schedule of fees for all relevant services described in the Scope of Work including cost of Ongoing Consulting, Management, and Strategy Development.
- b) Based on your approach, provide an estimate of the annual number of hours required for each service area described in 4a.

Questions

Individual questions regarding this RFP will be responded to only as follows: Questions regarding requirements and scope of work will be accepted up to 5:00 p.m. Eastern on Wednesday, January 20, 2021 via email only, at info@tampacrossroads.com. Answers to all questions received by this deadline will be sent via email.

Award

Tampa Crossroads, Inc. reserves the right to alter the timing of the start of any work described above, to not proceed with some or all of the work, and to contract with more than one vendor for services described within this RFP. Tampa Crossroads, Inc. reserves the right not to award a contract for this RFP, and will not reimburse the cost incurred by bidders who respond to this notice.

Anticipated Selection Schedule

- RFP Distributed: Tuesday, January 12, 2021
- Question & Answer Period: via email, January 12-20, 2021
- Proposal Due Date: 4:00 p.m. on Friday, January 22, 2021
- Interviews: January 27-February 3, 2021

- Contractor Selection: February 8, 2021

Protocols for Preparing and Delivering Responses to this RFP

Responses to this RFP must be delivered electronically to Tampa Crossroads by 4:00 p.m. Eastern on Friday, January 22, 2021. Responses submitted after 4:00 p.m. Eastern will not be accepted. Responses must be submitted electronically via email to: info@tampacrossroads.com with "RFP Submission for Marketing Services" in the subject line.

Submissions should consist of one (1) PDF document containing all of the requested Information in the same order as the numbered Response Requirements listed above.

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