



**United Way  
of Wyandotte County**

## **Request for Proposal (RFP)**

### **Campaign Materials and Events Marketing Project**

**Issue Date**

May 24, 2019

**Proposal Due Date**

June 7, 2019

**Anticipated Contract Period**

June 24, 2019 – May 30, 2020

*(Contract signing through completion of deliverables)*

**Issued By**

United Way of Wyandotte County (UWWC)

**RFP Contact**

Gina McCord

[gmccord@unitedway-wyco.org](mailto:gmccord@unitedway-wyco.org)

## RFP Calendar of Events

ACTION	DUE DATE & TIME	INSTRUCTIONS
<b>RFP RELEASE</b>	May 24, 2019	Emailed and available for download on website <a href="http://www.unitedway-wyco.org">www.unitedway-wyco.org</a>
<b>RFP QUESTIONS</b>	No questions accepted after June 3	Send email to: gmccord@unitedway-wyco.org
<b>QUESTION &amp; ANSWERS WILL BE PROVIDED</b>	Ongoing	Responses will be emailed to participants in bid process. NO PHONE CALLS PLEASE
<b>PROPOSAL DEADLINE</b>	<b>FRIDAY, JUNE 7, 2019 5:00 pm (CST)</b> Proposals received after the deadline will not be considered	Submit to: <a href="mailto:gmccord@unitedway-wyco.org">gmccord@unitedway-wyco.org</a>
<b>ANTICIPATED AWARD ANNOUNCEMENT</b>	Wednesday, JUNE 19, 2019	Notification of selection/non-selection will be contacted via email
<b>ANTICIPATED CONTRACT START DATE</b>	Monday, JUNE 24, 2019	Contract begins at signing
<b>PROJECT DURATION</b>	Period on or about June 24, 2019 through on or about May 30, 2020	Contractor to be expected to complete all project activities & produce all deliverables during period on or about June 24, 2019 through May 30, 2020.



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of Wyandotte County

## **PROJECT**

This Request for Proposal (RFP) is for United Way of Wyandotte County (UWWC) Campaign and Event marketing materials. This RFP includes the majority of all items needed; however, additional items may be needed as the project moves forward. Any additional items can be negotiated at that time.

Consultation for additional items are a part of this contract. United Way of Wyandotte County is responsible for hard printing costs.

## **PROJECT FEE/COST INFORMATION, *including but not limited to:***

- Please recognize that UWWC is a 501(C)(3) organization when providing rate/fee information.
- Respondents are advised to submit proposals reflecting their best and most competitive cost.
- The initial contract may be modified in writing by mutual agreement of the two parties to include additional activities reasonably related to the project, with additional funding to support the completion of those activities, pending availability of funds and performance of the contractor.
- Please provide in your proposal all fee/cost information.
- Provide past experience information with portfolio of previous projects.

## **About the UNITED WAY OF WYANDOTTE COUNTY:**

United Way of Wyandotte County is a locally run nonprofit that raises funds and provides programming in three main impact areas in Wyandotte County: *health, education and financial stability*. Annual workplace campaigns, grants, and other revenue sources currently support more than 50 programs provided by United Way and more than 33 partner agencies. Our mission is to increase the community's understanding of human needs and to mobilize resources to meet those needs. You can find more information on our website [www.unitedway-wyco.org](http://www.unitedway-wyco.org)

## **REQUEST FOR PROPOSAL**

### **SCOPE OF WORK:**

Provide a consistent, cohesive marketing campaign message and design that is brand compliant and aligned with the approved United Way of Wyandotte County marketing plan. Free-lance marketing consultant will work directly with the director of resource development to develop and implement the following:

### **SECTION I – COMPLETION DATE JULY 14, 2019 – Paper and Digital**

- **Design overall campaign theme for 2019-20**
- **Design 2019-20 campaign collateral (paper and digital)**
  - Individual Giving Letter/Envelope template – *develop/design individual gifts letter*
  - Business Letter/Envelope template - *develop/design corporate gift solicitation letter*
  - Campaign Brochure – *develop design - content material will be provided by UWWC*
  - 2 Campaign Posters – *new graphic elements – content consistent with brochure*
  - Campaign Pledge Form – *new design to be full page (currently ½ page format – content provided by UWWC)*
  - Social Media Headers
  - Power Point Template
  - Website Button
- **Campaign Handbook** (*COMPLETION DATE JULY 22, 2019 – content material provided by UWWC*)
- **Postcard –** (*COMPLETION DATE JULY 17, 2019*)
  - Campaign – *used with campaign materials; graphic element on front side, statistical content provided by UWWC on back side*
  - Thank You – *postcard sent to donors after making pledge*

## **SECTION II – Completion dates listed separately**

- **Develop 2019-20 UWWC Event collateral templates** – *completion dates listed separately*

UWWC General Events:

*Kick-Off – September 2019*

*(COMPLETION DATE NO LATER THAN JULY 14, 2019)*

*Annual Meeting – December/January*

*(TARGET COMPLETION DATE SEPTEMBER 6, 2019)*

*Celebration – May 2020 (TARGET COMPLETION DATE FEBRUARY 7, 2020)*

- UWWC General Event collateral to include paper and digital:
  - *Save-the-Date (Annual Meeting & Celebration only)*
  - *Invitation*
  - *Website registration header, registration button*
  - *Social Media Headers*
  - *Power Point Template*
  - *Program – Annual Meeting only*
  - *Annual Report – Annual Meeting only*
  - *Mobile Cause (electronic ticketing site) - header, splash screen, email thank you*

UWWC Specialty Event:

*Volunteer Recognition – March 2020*

*(COMPLETION DATE MID-JANUARY 2020)*

- UWWC Specialty Event collateral to include paper and digital:
  - *Program Cover*
  - *Email Invite*
  - *Power Point Template*

***NOTE:*** *Specifications for electronic invitations will be provided by UWWC to coordinate with database email system.*

- **Caring Club Card and Mailing Templates Update** –  
*(COMPLETION DECEMBER 1, 2019 – if needed)*

**SECTION III – COMPLETION DATE FALL 2019 – Not needed prior to September 1, 2019**

- **Develop new all-inclusive marketing packet**

*Objective: To have all-inclusive information in one packet when making CEO calls or engaging new/lapsed businesses.*

*This new collateral piece will provide an overview of United Way of Wyandotte County and why we are the platform for investment to create impactful change in the community. The piece will highlight the services we can provide to businesses and their employees including volunteer opportunities as well as ways to demonstrate corporate social responsibility (i.e. corporate contributions, workplace campaigns, donated product).*

**SUBMISSION OF PROPOSAL:**

All final proposals must be received by **Friday, June 7, 2019 no later than 5:00 pm CST.**  
**Proposals received after that time will not be accepted.**

Please send electronic copies of proposal to:

[gmccord@unitedway-wyco.org](mailto:gmccord@unitedway-wyco.org)