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Caswell County Partnership for Children

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Request for Proposals Marketing and Resource Development Consultant Services

INTRODUCTION

The **Caswell County Partnership for Children** (hereinafter referred to as CCPFC) is soliciting proposals to establish a contract through competitive negotiations. The purpose of this Request for Proposals (RFP) is to acquire the services of a qualified contractor (hereinafter referred to as the “Contractor”) to provide the services and achieve the outcomes outlined in the Scope of Work.

BACKGROUND

The Caswell County Partnership for Children unites the community to provide families with resources and services to enable all children to reach their fullest potential.

These functions include developing a collaborative strategy to meet the needs of children and families in Caswell County. The services requested through this RFP will support CCPFC’s capacity to articulate its mission and vision to reach potential funders and build strategic partnerships with the general community.

This Contract is expected to begin August 1, 2018 and end no later than November 30, 2018.

In 2016, CCPFC participated in a learning collaborative hosted by the Danville Regional Foundation. Through a partnership with The TCC Group, a national organization that provides strategic counsel to nonprofits, CCPFC completed a Core Capacity Assessment Tool (“CCAT”). The outcome of the assessment determined that CCPFC was in an organizational life cycle stage known as Impact Expansion. The priority core capacity was identified as Technical. In addition, the assessment highlighted the need for the organization to focus on relationships, networks, and resources.

In terms of organizational opportunities for improvement and change, the CCAT assessment indicated that CCPFC needs to increase the capacity of the organization to articulate its mission and vision to external audiences, and to support the Board and staff’s ability to raise unrestricted funds for organizational sustainability.

Additional information regarding CCPFC can be located at www.caswellchildren.org.

Questions regarding the Request for Proposals should be directed to Sandra Hudspeth, Executive Director at 336-694-1538 or ccp4child@esinc.net.

SCOPE OF WORK

The Contractor will be responsible for providing the following services and deliverables and achieving the outcomes listed below.

Goal: Increase the staff and Board’s capacity to tell compelling stories to reach potential funders and build strategic partnerships within the community

1.1 Objective: Develop common messaging and a marketing plan for the organization	Outcomes
Action Items & Deliverables	
1.1.1 Create common messaging for the organization across programs <i>Deliverable: Develop messaging statements for each primary program and one overall statement for the organization</i>	CCPFC will be able to execute the organization’s vision of meeting identified consumer needs, through the ability to fund new services or program expansions CCPFC will develop public messaging that resonates with target audiences (e.g. funders, general public) CCPFC will develop an actionable marketing plan and set realistic goals for determining success CCPFC (Board and staff) will become fully engaged as community ambassadors
1.1.2 Conduct a survey of the staff and Board to gather feedback, and facilitate a discussion with the Board to share results and affirm common messaging <i>Deliverable: Develop and conduct two surveys and facilitate one meeting</i>	
1.1.3 Develop a marketing plan that reinforces strategic programmatic goals, i.e. what goals from the strategic plan could be supported or programs/services could be developed or expanded <i>Deliverable: Develop a Marketing Plan</i>	
1.1.4 Develop marketing goals and measurable indicators of progress <i>Deliverable: Develop a Marketing Plan</i>	
1.1.5 Provide a resource guide to build technical skills of staff in sustaining marketing efforts <i>Deliverable: Develop a Resource Guide</i>	
1.2 Objective: Engage staff and Board in cultivating relationships with partners in the community	
Action Items & Deliverables	
1.2.1 Engage staff and Board in conducting a landscape analysis to identify potential partner organizations within the community <i>Deliverable: Develop and conduct two surveys and provide a Report</i>	
1.2.2 Conduct an internal network assessment of existing and/or potential partnerships <i>Deliverable: Provide a Report</i>	
1.2.3 Incorporate partnership cultivation into the marketing plan document <i>Deliverable: Develop a Marketing Plan</i>	
1.2.4 Educate and engage the staff and Board on their role in conducting outreach and cultivating relationships in the community <i>Deliverable: Facilitate one meeting and develop a Resource Guide</i>	
1.2.5 Work with the staff and Board to create a feasible accountability structure for pursuing partnerships and for tracking progress toward marketing goals <i>Deliverable: Provide a Report</i>	

The Caswell County Partnership for Children Board of Directors will meet on September 19, 2018 at 3:30 pm. Contractor should plan to attend this meeting to share report findings.

PROPOSAL REQUIREMENTS

Proposals should include the following:

- Identify the individual(s) who will provide the services;
- Describe the individual(s)' qualifications including education, training and work experience providing the requested and/or similar services. Provide the name, title, organization, phone number and email address of three professional references;
- Provide a timeline for accomplishing the Scope of Work requirements, adhering to any dates provided by CCPFC.
- Provide detailed information on the cost to be charged for providing the services as described in this proposal; and
- Provide the name, address, and telephone number of the person(s) with authority to bind the entity and answer questions or provide clarification concerning the applicant's proposal.

Proposals must be received by CCPFC by 4:00 p.m. on Thursday, July 19, 2018. Proposals should be emailed to the Executive Director at ccp4child@esinc.net.

SELECTION PROCESS

Proposals will be evaluated by the CCPFC Executive Director based on the above requirements, the applicant's capacity to deliver services, and the cost effectiveness of the services provided.

THE PROCUREMENT PROCESS

The following is a general description of the process by which a prospective Contractor will be selected to provide services.

1. Request for Proposals (RFP) is issued to prospective Contractors.
2. Proposals will be received via email from prospective Contractors.
3. All proposals must be received by CCPFC no later than the date and time specified in this RFP.
4. At its option, CCPFC may request oral presentations or discussion with any or all prospective Contractors for the purpose of clarification or to amplify the materials presented in any part of the proposal. However, prospective Contractors are cautioned that CCPFC is not required to request clarification; therefore, all proposals should be complete and reflect the most favorable terms available from the prospective Contractor.
5. Proposals will be evaluated according to criteria that may include completeness, content, experience with similar projects, ability of the Contractor and its staff, and cost. Refer to the Selection Process described above for the specific criteria to be used. Award of a contract to one prospective Contractor does not mean that the other proposals lacked merit, but that, all factors considered, the selected proposal was deemed most advantageous to CCPFC.
6. CCPFC will contact the selected Contractor to obtain information and documentation required for preparation of the contract to include the following:
 - a. Verification that the entity has received official notification of tax-exempt status for non-profit entities.
 - b. Verification that the entity has received official corporate status and that the registered agent and all addresses on the North Carolina Secretary of State website are current for non-profit entities and private, for-profit corporate entities.
 - c. Verification of the entity's federal tax identification or social security number and legal name.
 - d. Name and title of person(s) authorized to sign the contract and formal authorization for this individual(s) to enter into contract binding the entity.
 - e. Name; title; telephone and fax numbers; mailing address, including street address and zip code; and email address of the contract administrator.

f. Proof of insurance that may include, but not be limited to, the following:

1. Workers' compensation;
2. General liability;
3. Professional liability;
4. Automobile (owned, hired or non-owned); and
5. Fidelity bonding / employee theft coverage

Providing and maintaining adequate insurance coverage is a material obligation of the Contractor and is of the essence of the contract. CCPFC will not contract with any prospective Contractor that is unable to furnish proof of required insurance coverage.

7. CCPFC will not contract with any prospective Contractor that fails to provide **all** required information and documentation. After all required information and documentation has been submitted, CCPFC will prepare the contract, notify the selected Contractor, and request that the Contract be signed.
8. The Contract must be executed prior to the start of work and incurring any expenses.
9. If all proposals are rejected, prospective Contractors will be notified by CCPFC.

GENERAL INFORMATION ON SUBMITTING PROPOSALS

1. **TERMS AND CONDITIONS.** All proposals are subject to the terms and conditions outlined herein. The prospective Contractor specifically agrees to the conditions set forth by submitting the proposal.
2. **ORAL EXPLANATIONS.** CCPFC shall not be bound by oral explanations or instructions given at any time during the competitive bidding process or after award.
3. **REFERENCE TO OTHER DATA.** Only information which is received in response to this RFP will be evaluated; reference to information previously submitted shall not be evaluated.
4. **COST FOR PROPOSAL PREPARATION.** Any costs incurred by prospective Contractors in preparing or submitting offers are the prospective Contractor's sole responsibility; CCPFC shall not reimburse any prospective Contractor for any costs incurred prior to award.
5. **RIGHT TO SUBMITTED MATERIAL.** All responses, inquiries, or correspondence relating to or in reference to the RFP, and all other reports, charts, displays, schedules, exhibits, and other documentation submitted by the prospective Contractors shall become the property of CCPFC when received.
6. **OFFEROR'S REPRESENTATIVE.** Each prospective Contractor shall submit with its proposal the name, address, and telephone number of the person(s) with authority to bind the entity and answer questions or provide clarification concerning the entity's proposal.
7. **SUBCONTRACTING.** In the event the prospective Contractor desires to subcontract any part of the contracted services, the proposal must clearly indicate what work it plans to subcontract and to whom and must provide all required information for each subcontractor. Only the subcontractors specified in the proposal shall be considered approved upon award of the Contract.
8. **PROPRIETARY INFORMATION.** Trade secrets or similar proprietary data which the prospective Contractor does not wish disclosed to other than personnel involved in the evaluation or contract administration will be kept confidential to the extent permitted by N.C.G.S. 132-1.2 if identified as follows: each page shall be identified in bold face at the top and bottom as "Confidential." Any section of the proposal that is to remain confidential shall also be so marked in bold face on the top of the title page of that section. Cost information may not be deemed confidential. In spite of what is labeled as confidential, the determination as to whether or not it is shall be as governed by North Carolina law.