



**Caswell County Partnership for Children
Request for Proposals
Marketing, Communication and Resource Development Services**

The Caswell County Partnership for Children (CCPFC) is accepting proposals from qualified applicants to provide Marketing, Communication and Resource Development services that will increase CCPFC’s capacity to grow its community impact, improve organizational effectiveness and establish a trajectory for a sustainable organization in order to embody its role as a community change-maker.

Request for Proposals (RFP) Release Date:	January 2, 2020
Deadline for Questions:	4 pm on Thursday, January 16, 2020
Submit Questions to:	Sandra Hudspeth, Executive Director @ ccp4child@esinc.net
Deadline for Proposals:	4 pm on Thursday, January 30, 2020
Submit Proposals to:	Sandra Hudspeth, Executive Director
Electronic Submission:	Ccp4child@esinc.net
Mailed or Hand Delivered to:	PO Box 664, Yanceyville, NC 27379 OR 1084 NC Highway 86N, Yanceyville, NC

Proposals may be submitted electronically or in hard copy format no later than the time listed above. Late proposals will not be accepted. Faxed proposals will not be accepted.

Caswell County Partnership for Children

PO Box 664, Yanceyville, NC 27379 - 336-694-1538 - fax: 336-694-7666

www.caswellchildren.org www.facebook.com/CaswellPartnershipForChildren



I. GENERAL INFORMATION

Mission and Introduction

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

The Caswell County Partnership for Children (hereinafter referred to as CCPFC) is soliciting proposals to establish contracts through a competitive process. The purpose of this Request for Proposals (RFP) is to acquire the services of qualified Contractors (hereinafter referred to as the "Contractor").

CCPFC is a non-profit organization serving children and families in Caswell County. To prepare our greatest resource, CCPFC leads and supports community strategies for children and their families that promote healthy development, early learning and literacy, and raise the quality of child care. CCPFC mobilizes resources and forges partnerships to support evidence-based policies, practices, and programs to ensure all children reach their fullest potential. CCPFC administers North Carolina's Smart Start and Pre-K programs, as well as several other grant-funded programs. CCPFC is governed by a 16-member volunteer Board of Directors (Board) that includes representation from the community's stakeholders. CCPFC employs two full-time and one part-time staff and utilizes an array of Contractors that provide specialized services such as accounting, evaluation and technical assistance. CCPFC, incorporated in March 1998, was established to serve as the local Smart Start agency, responsible for developing a collaborative strategy to meet the needs of children and families in Caswell County. However, based on community needs, CCPFC quickly expanded its mission to serve children up to age 18 by providing out of school time and youth leadership/development programs. CCPFC strives to be a central source of information about activities, programs, and resources for children and families. CCPFC currently funds local services to improve the early care and education system, provide access to early engagement, literacy, and family support initiatives and provide program support to address the needs of children and their families and/or caregivers. For the past 20 years, CCPFC has effectively administered and managed funding from the local, state and federal government, as well as from businesses, community foundations, and individual contributions.

Purpose of the Request

CCPFC is accepting proposals from qualified Contractors to provide Marketing, Communication and Resource Development services. CCPFC will engage a Consultant(s) to refine its marketing plan, implement a strategic communications plan, and develop and launch a resource development plan. The Consultant(s) should use a participatory process that will involve the staff and Board from development to implementation to reflection and refinement. Each party will take ownership of one of the objectives and action items and inform the work of the Consultant throughout the process. This process will move the plan into the implementation phase by assigning responsibility and accountability to the plan goals and identifying responsible parties, timing and resources needed. The assigned party will then act as plan stewards for sustaining the project and ensure that the plan "lives," and can help CCPFC achieve its goals.

II. AVAILABLE FUNDING AND REQUIREMENTS

Award Term and Requirements

Funding for this RFP will be provided for up to one year and is contingent on funding availability and adherence to the requirements of the grant. The term of any resulting award is anticipated to be for six to nine months, with all services to be completed no later than November 30, 2020. The total amount of funding available for these services is \$20,000. All materials produced through this work should be in a format that will allow CCPFC to update information and make edits. CCPFC will be responsible for any printing costs.

The prospective Contractor must submit a budget with its proposal.

The prospective Contractor must provide details of any pertinent judgment, criminal conviction, investigation or litigation pending against the prospective Contractor or any of its officers, directors, employees, agents or subcontractors of which the Contractor has knowledge, or a statement that there is none. CCPFC reserves the right to reject a proposal based on this information.

Selection Process

All proposals received by the required deadline in the stated format will be reviewed to ensure all necessary attachments and documentation are complete and included. Proposals that are late or submitted by non-eligible Contractors will not be reviewed. CCPFC reserves the right to follow-up on any proposal received to assist the Prospective Contractor with providing a complete proposal. Complete proposals from eligible Contractors will then be forwarded to the Executive Director who will review, score and rank the proposals. Please refer to the Evaluation Criteria described in Section III. Scope of Work for the scoring criteria. The Executive Director 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 the Executive Director is not required to request clarification; therefore, all proposals should be complete and reflect the most favorable terms available from the prospective Contractor. Award notices will be provided by February 20, 2020.

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.

III. SCOPE OF WORK

Objectives and Action Items	Strategies and Services	Lead
Objective 1	Develop communication strategies and tools for the organization	

Action Item	Assign staff to each communication strategy (e.g. social media, website, newsletter, news articles, annual report), have staff clarify needs and outcomes for strategies, and establish timelines.	Executive Director
Action Item	Expand the use of the organization's social media outlets and train the designated staff to sustain engaging and informative content management.	Consultant
Action Item	Redesign the organization's website and train the designated staff to sustain engaging and informative content management.	Consultant
Action Item	Create an electronic newsletter and train the designated staff to sustain the publication of the e-newsletter by providing engaging and informative content.	Consultant
Action Item	Create an annual report template and train the designated staff to be able to sustain the publication of the report.	Consultant
Objective 2	Develop a strategic communications plan that include ready to use strategies and tools to increase engagement during outreach activities and build strategic partnerships	
Action Item	Assign staff to each activity (e.g. program infographics, outreach engagement, partner development), have staff clarify needs and outcomes for strategies, and establish timelines.	Executive Director
Action Item	Create program infographics and train the designated staff to sustain the tools as existing programs change and new programs are added.	Consultant
Action Item	Develop outreach engagement strategies and train the designated staff to sustain the activities.	Consultant
Action Item	Develop platform to establish strategic partnerships with community partners.	Consultant
Objective 3	Develop a resource development plan and implement at least one strategy	
Action Item	Work with Board to develop a resource development plan.	Consultant & Executive Director
Action Item	Create and launch at least one resource development strategy (i.e. annual or year-end campaign, direct mail appeal, Foundation or Corporation solicitation) in consultation with the Board that can be modified in the future to raise unrestricted funding.	Consultant

To complete the proposal, provide a comprehensive narrative response to the questions in the following sections. Prospective Contractors may submit proposals to provide services to address one or all of the objectives listed in the Scope of Work Section above.

Capacity for Addressing the Needs and Implementing the Strategy

- Provide examples of experience implementing related services and the outcomes of those services. It should be noted that past performance on any services may be taken into consideration in the evaluation of your proposal.
- Describe your agency/organization's personnel, professional knowledge of, and experience providing similar services, especially for those personnel who will provide direct services.

- Identify the individual(s) who will provide the direct services. Describe the individual(s)' qualifications including education, training and work experience providing the requested and/or similar services.
- Provide the name, title, phone number and email address for three references that have received similar services from your agency/organization.
- Provide a sample of similar material that your agency/organization has developed.

Program Description

- Describe how you will deliver the proposed services.
- Describe any anticipated barriers to implementation and your plans to overcome those barriers.

Implementation Plan

- Provide a proposed timeline for implementation of services.
- Include a brief narrative describing the steps necessary to operationalize the proposed services.

Budget and Budget Narrative

- Submit a budget and budget narrative as part of this application.
- Provide a detailed description for salaries and any other expenses included in the budget.

Evaluation Criteria

The Executive Director will evaluate proposals based on the following criteria:

Capacity for Implementing the Services (25 points)

- Capacity of Contractor (including prior history of administering similar services)
- Personnel planned
- Infrastructure of Contractor

Program Description (25 points)

- Clarity of proposed services
- Identification of approach
- Acknowledgement of barriers and ideas to reduce

Implementation Plan (25 points)

- Details of critical steps needed to implement
- Detailed and realistic timeline

Budget and Narrative (25 points)

- Line item budget and budget narrative are detailed, accurate and are in alignment with the proposed service
- Calculations are provided and demonstrate how costs were determined (e.g., cost allocation formulas)
- Travel related costs are justified and calculated using the State of North Carolina travel rate limitations for mileage, per diem and lodging, if applicable

Reporting and Deliverables

If awarded funding, the following reporting is required:

Requirement	Due Date
Financial reporting (Invoice)	Monthly, no later than the 10 th of the month

IV. SUBMISSION INSTRUCTIONS

Proposal Format

Proposals must include the following components to be considered complete and responsive for funding.

- Cover Letter, including information or a statement regarding details of any pertinent judgment, criminal conviction, investigation or litigation pending against the prospective Contractor or any of its officers, directors, employees, agents or subcontractors of which the Contractor has knowledge.
- Narrative Response to Scope of Work
- Budget and Budget Narrative
- 501[c][3] Determination Letter Received from the Internal Revenue Service (if a nonprofit entity)

Basic Format:

- The proposal should be typed, on 8 ½" x 11" white paper.
- Page limit of the narrative response to the Scope of Work is eight (8).
- Electronic submissions should be sent as attachments in pdf format.

Technical Assistance

- A Frequently Asked Questions (FAQ) List will be posted and maintained during the RFP period. The document will be located at <http://www.caswellchildren.org/rfp/>. All questions must be submitted in writing to the Executive Director at ccp4child@esinc.net by 4 pm on January 16, 2020. The FAQ List will be updated periodically, and a final version will be posted on January 23, 2020. It is strongly recommended that prospective Contractors review the FAQ List regularly prior to submission of the final proposal.
- For technical assistance or questions during the proposal preparation process, contact the Executive Director at 336-694-1538 or ccp4child@esinc.net.

Proposal Deadline

All proposals must be received by 4:00 pm on January 30, 2020.

- Late proposals will not be accepted.
- Emailed or scanned electronic copies sent to the named person on the proposal cover sheet are acceptable. Faxed copies are not accepted.
- For Prospective Contractors without scanning capability, an original must be mailed or hand-delivered and received in the Caswell County Partnership for Children office by 4:00 pm on the application due date of January 30, 2020.

Submit proposals to:

Sandra Hudspeth, Executive Director
Caswell County Partnership for Children
PO Box 664
1084 NC Highway 86N
Yanceyville, NC 27379
ccp4child@esinc.net

Additional Requirements Upon Selection

Upon selection, CCPFC will contact the Contractor to obtain information and documentation required for preparation of the contract to include the following:

- Name; title; telephone number; email address; and mailing address, including street address and zip code, of the contract administrator.
- Board of Directors list (if a 501(c)3).
- Bylaws (if a 501(c)3).
- Proof of insurance that may include, but not be limited to, the following:
 - Workers' compensation;
 - General business liability;
 - Professional liability;
 - Fidelity bonding (e.g., employee crime or dishonesty);
 - Automobile (owned, hired or non-owned).
- Completed Internal Revenue Service (IRS) Form W-9.
- 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 submit the contract for signature. A template of the Contract that the selected Contractor will be required to sign is available upon request.
- The Contract must be executed prior to the start of work and incurring any expenses.
- If all proposals are rejected, prospective Contractors will be notified promptly by CCPFC.

V. 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 from prospective Contractors.
3. Prospective Contractors may submit proposals for one or more of the proposed objectives identified in the Scope of Work.
4. All proposals must be received by CCPFC no later than the date and time specified on the cover sheet of this RFP.
5. At her option, CCPFC's Executive Director 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 the CCPFC Executive Director is not required to request clarification; therefore, all proposals should be complete and reflect the most favorable terms available from the prospective Contractor.
6. Proposals will be evaluated according to criteria that may include the completeness, content, experience with similar projects, ability of the Contractor and its staff and cost. Refer to the Evaluation Criteria Section of this RFP 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.
7. CCPFC will contact the selected Contractor to obtain information and documentation required for preparation of the contract to include the information outlined in the Additional Requirements Upon Selection Section.
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.

10. It is the Prospective Contractor's responsibility to ensure that all information has been reviewed.

VI. 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 submission of the proposal or RFP. Offerors are cautioned that this is a Request for Proposals, not a request to contract. CCPFC reserves the right to reject any or all proposals, to waive technicalities, and to be the sole judge of suitability of the services for its intended use and specifically reserves the right to make awards on the basis of what is determined by CCPFC to be in its best interest.
2. **ORAL EXPLANATIONS.** CCPFC shall not be bound by oral explanations or instructions given at any time during the competitive 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 by CCPFC.
6. **OFFEROR'S REPRESENTATIVE.** Each prospective Contractor shall submit with its proposal the name, address, telephone number and email address of the person(s) with authority to bind the firm and answer questions or provide clarification concerning the firm'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 01 NCAC 05B.1501 and G.S. 132-1.3 if identified as follows: each page shall be identified in boldface at the top and bottom as "Confidential." Any section of the proposal that is to remain confidential shall also be so marked in boldface 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.