

REQUEST FOR PROPOSALS

Marketing and Communications Services

Issued by



UNITED WAY
West Tennessee

1. Project Overview

United Way of West Tennessee (UWWT) is seeking proposals from qualified marketing firms to support and enhance its in-house communication efforts across its 15-county service area. The selected agency will work closely with the UWWT's internal communications team to develop and execute marketing and communications strategies that will enhance stakeholder and client engagement for UWWT's program areas, particularly the newly established Ford Community Center in Stanton, TN. The selected firm will provide strategic guidance and tactical execution across various marketing channels, including digital, print, and multimedia.

2. Scope of Work

The selected firm will provide marketing and communications services on a month-to-month or project-based basis, including but not limited to:

A. Social Media Management

- Develop and execute a social media strategy to enhance engagement and awareness.
- Create and schedule content across multiple platforms.
- Monitor engagement and adjust strategies based on analytics.

B. Digital Advertising & Targeted Campaigns

- Plan and execute digital advertising campaigns, including paid social media, Google Ads, and display advertising.
- Create and schedule content across multiple platforms.
- Monitor engagement and adjust strategies based on analytics.

C. Graphic Design

- Design compelling marketing materials, including social media graphics, flyers, brochures, and signage.
- Develop brand consistent creative assets to include templates for various marketing collateral such as brochures, flyers, and social media graphics.

D. Videography & Photography

- Produce high-quality video and photo content to support storytelling and outreach efforts.
- Capture key events, testimonials, and impact stories for marketing use.
- Edit and optimize video content for social media and digital platforms.

E. Direct Mail Campaigns

- Design and execute direct mail campaigns targeting donors, volunteers, and clients.
 - Develop compelling messaging and creative materials for outreach.
 - Coordinate printing and distribution services.
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3. Proposal Requirements

Interested firms should submit a proposal including the following information:

1. Company Overview

- Name, location, and brief history of the firm.
- Relevant experience and qualifications.

2. Approach and Methodology

- Proposed marketing and communications strategy for UWWT programs.
- Examples of past work in relevant areas.

3. Pricing Structure

- Detailed breakdown of pricing for services listed by category in the above scope of work (month-to-month and by project).
- Any applicable retainer fees or bundled service packages.

4. Key Personnel

- Bios of team members who will be involved in the project.
- Overview of any associated partner agencies or subcontractors, if applicable.

5. Client References

- Contact information for at least three relevant references.
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4. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Demonstrated experience and expertise (30%)
 - Strategic approach and creativity (25%)
 - Cost-effectiveness and pricing structure (20%)
 - Quality of past work and references (15%)
 - Ability to meet deadlines and provide responsive communication (10%)
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5. Submission Criteria

- Proposals must be submitted electronically in PDF format.
 - Submit proposals to **Lauren Kirk, lkirk@unitedway.tn.org** by **March 20, 2025**.
 - Direct questions regarding this RFP to **Lauren Kirk, lkirk@unitedway.tn.org** by **March 20, 2025**.
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6. Timeline

- **RFP Issued:** 2/20/24
 - **Deadline for Questions:** 3/3/25
 - **Proposal Submission Deadline:** 3/20/25
 - **Firm Selection & Notification:** 3/31/25
 - **Contract Start Date:** 4/7/25
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7. Terms and Conditions

- United Way of West Tennessee reserves the right to reject any or all proposals.
 - The selected firm will be required to enter into a formal agreement.
 - Pricing should be valid for a minimum of 90 days from submission.
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Thank you for your interest in partnering with United Way of West Tennessee!