



# Request for Proposal

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ADVERTISING VENDOR

Sarah Cline, Director of Development

THE VILLAGES | 3833 N. MERIDIAN STREET | INDIANAPOLIS, IN | 46208

## **Agency Summary**

The Villages of Indiana is among the state's largest, licensed and accredited, non-profit foster care and family services agency with over 18 offices throughout Indiana. Established in 1978 through an initiative of the Lilly Endowment, The Villages professional team provides foster care licensing and placement, adoption and post-adoption services, and wrap-around family support programs. In 2020, The Villages team served over 10,000 individuals, statewide, through 15 programs, which include Indiana Healthy Families, Kinship Care, and Older Youth Services. The Villages is also the umbrella agency for Prevent Child Abuse Indiana and Dad's Inc.

Largely supporting children through foster care, The Villages' team recruits, licenses, and trains foster parents to create safe and stable homes for children who have been removed from their home due to abuse or neglect. Traditionally all advertising efforts have focused solely on the recruitment of foster parents, including The Villages' current advertising campaign running through December 31, 2021.

Effective October 2021, The Villages will be a part of a significant shift in the child welfare system through the Families First Prevention Services Act (FFPSA). Traditional foster care will be transitioned to a greater focus on keeping children within their biological home, within a kinship home, and/or providing support services to the entire family to keep the biological family safely, together. The goal is to decrease the number of children being removed from their homes and in return decrease the amount of trauma from being separated from their family. The Villages will still have a strong need to recruit dedicated foster parents to support children, youth, and families with greater therapeutic needs.

## **Project Summary and Priorities**

The Villages of Indiana is accepting proposals to research, create, and manage a new advertising campaign to take effect on January 1, 2022, focusing on the recruitment of foster parents. This will be a concept to completion project, with the need to conduct research/complete a market analysis identifying the target market(s); create a strategy; oversee and evaluate the media advertising placement and funding allocation; and day to day marketing and advertising assistance for the agency. While the largest population of children served is in Central Indiana, the need for Villages' foster parents is a statewide focus and all proposals should incorporate this into their plan.

The Villages is looking for a vendor/partner who has established non-profit clients, and who can manage the greatest impact, while working within a confined budget. The Villages is looking for a partner focused on the research and data, to create an advertising strategy to help us recruit foster parents and create brand awareness to support the children and families served. Innovation, creativity, and strong communication is a priority.

A priority for The Villages, when developing the strategy, creative, and design, is to do so with a diversity, equity, and inclusion lens. Remaining intentional with media targeting to diverse communities and individuals, beyond the depiction of racially and ethnically diverse children, youth, and caregivers. It is a priority to The Villages to also be inclusive of the LGBTQIA+ community and all types of youth and caregiver relationships. For example, single-parent caregivers, same-sex couples, grandparent, and aunt/uncle caregivers, etc.)

## **Contract Terms**

The Villages will negotiate contract terms upon selection. All contracts are subject to review by The Villages leadership team and legal counsel. This bid will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items. The Villages reserves the right to reevaluate the partnership after one year.

## Projected Timeline

June 28, 2021 | *Accepting RFPs.*

*\*Early submission of RFPs will be accepted.*

*Please submit any questions to Sarah Cline [SCline@villages.org](mailto:SCline@villages.org) or 317-979-8766.*

July 21, 2021 5:00pm EST | *Deadline for Submission of Questions for a Guaranteed Response*

July 26, 2021 5:00pmEST | *RFP Acceptance is Closed*

*\*All vendors who submit an RFP will be notified with an acceptance or decline by August 27<sup>th</sup>.*

August 27, 2021 | *Selection of Vendor Finalized*

September 2021 | *Project Begins*

Vendors may propose a different timeline within their proposal, if recommended.

## Proposal Guidelines and Requirements

The purpose of this RFP is to provide a fair evaluation for all candidates.

This is an open and competitive process. The Villages has researched and worked with different agencies who have also received an invitation to submit.

Submit all proposals, in PDF Format, to The Villages' Director of Development, Sarah Cline, at [SCline@villages.org](mailto:SCline@villages.org) or by mail to 3833 N. Meridian Street, Indianapolis, IN 46208. For questions contact Sarah via email or at 317-979-8766. Proposals received after 5:00pmEST on Monday, July 26, 2021, will not be considered.

Please include within the proposal an estimated timeline to be ready to launch a new advertising campaign on January 1, 2022.

The proposal must contain the signature of an authorized officer or agent of the company submitting the proposal.

Include pricing and description information for each category that pertains to the scope of work proposed. Please include any additional information, not listed below.

Market Research/Analysis

Strategy

Creative & Design

Implementation

Management

Retainer

If the execution of work to be performed requires the hiring of sub-contractors, you must clearly state this in your proposal. Sub-contractors must be identified, and the work they will perform must be defined. Sub-Contractor Name and Location (City & State) will suffice. The Villages will not refuse a proposal based upon the use of sub-contractors; but is looking to work with an agency who has strong communication skills, available on a day-to-day basis, and can meet the deadlines required. It is important to have a main point of contact for The Villages to communicate.

## Proposal Application

*Optional – Provide any supporting documents or examples of previous work with the application.*

Business Name and Mailing Address	
Contact Name and Title	
Contact Phone Number   Email Address	
Executive Summary <i>(Who are you? Why do you think your business would be a great fit for this project?)</i>	
Business Background <i>(Share expertise, why we should choose you over other vendors, relevant experience, non-profit partners, communication style, etc.)</i>	
Proposed Scope of Work <i>(What is your typical process when beginning work with a new partner and creating a new campaign?) (Include the pricing and description of each recommendation.)</i>	

<b>Sub-Contractors</b> <i>(See Proposal Guidelines and Requirements for details.)</i>	
<b>Proposed Timeline</b> <i>(Include from agreement to final product ready to launch on January 1, 2022.)</i>	
<b>Proposed Deliverables</b> <i>(What deliverables do you track and manage? How do you track? How will you track and communicate deliverables on research and the advertising campaign's effectiveness? Feel free to include timetables, expectations to explain, etc.)</i>	
<b>Comments/Additional Details</b>	

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*This proposal has been approved by an authorized officer or agent of the above vendor.*

Approving Officer Name & Title	Date	Contact Signature
_____	_____	_____



3833 N. Meridian Street | Indianapolis, IN | 46208

[www.VillagesKids.org](http://www.VillagesKids.org)