

BOARD OF CHILD CARE



**Request for Proposal
Marketing Outsourcing
Released March 16, 2021
Due date for submissions March 30, 2021 at 4:00 p.m.**

Executive Summary

The Board of Child Care (BCC) seeks a vendor to outsource its digital marketing efforts by streamlining website navigation, highlighting strategic employee hiring opportunities, and showcasing programs that lead to participant referrals. Website enhancements include visual elements and modules to accommodate program growth.

BCC is also planning to embark on a rebranding initiative in the near future; therefore, a redesign of the website is not part of this scope of work.

Organizational Summary

Founded in 1874, the Board of Child Care (BCC) is an independent 501(c) 3 nonprofit organization providing youth and families with Mental and Behavioral Health Services, Special Education, Therapeutic Residential, and Foster Care Services.

With campuses located in Maryland, West Virginia, Pennsylvania, and the District of Columbia, BCC strives to achieve a shared purpose of *Enriching Communities, One Family at a Time*, by partnering with over 1,000 youth and families annually.

Offering a continuum of nationally accredited programs, BCC reaches youth and families through three focused areas:

- Mental and Behavioral Health Services
- Special Education
- Therapeutic Residential and Foster Care Services

Trauma responsive practices guide everything that BCC does. When staff understand the impacts of trauma, our programs become more supportive environments where youth and families can learn, grow, and thrive. Headquartered in Baltimore County, MD, BCC has evolved and adapted its services over the past 146 years, growing from a classic orphanage setting to a large and complex organization that employs nearly 800 staff members. Our goal is to support youth and families by healing past trauma while nurturing the personal resilience that exists within all. In practice, we do this by providing high-quality, evidence-based services designed to meet the unique needs of those we serve.

Board of Child Care programs provide:

- A strengths-based approach to building resilience in youth and families
- Opportunities to build nurturing relationships, promoting the development of emotional health and a sense of belonging
- Individual, group, and family counseling services with trauma certified professionals
- Safe and healing placement environments for youth experiencing complex trauma and acute mental health needs

- Skill building and educational services that help youth and families thrive in their community

Purpose and Core Values

BCC's core values form the foundation upon which the organization stands. Each service line and location adheres to a common set of principles, guiding our actions and decisions as we all work together to achieve our shared purpose of *Enriching Communities, One Family at a Time*.

Safety - We value life, spirit, and health above all else and take action to maintain the safety of our workplaces, programs, and services.

Relationships- Openness and honesty with all stakeholders make for both the best program outcomes and team culture.

Empathy - Empathy will guide our programming and culture at all levels. A supportive work and program environment means possessing a desire to know and understand others.

Impact - We seek to make lasting change in the lives of those we work with by providing services that are durable, measurable, and sustainable.

Project Overview and Goal

BCC seeks proposals to expand its digital marketing efforts by streamlining website navigation, highlighting strategic employee hiring opportunities, and showcasing programs that lead to participant referrals. Website enhancements include visual elements and modules to accommodate program growth.

BCC values vendors that support equitable and diverse practices. We welcome applicants to include a statement about what your company does to support equality, diversity, and inclusion.

Scope of work

Respondents should address the following requirements and deliverables in their response to this RFP:

- Script writing and all aspects of video production
- website navigation and content restructuring (a website redesign is not desired at this time)
- Create website content modules to accommodate evolving program information
- Update current content with additional program information
- Social media content framing for employee recruitment and program referrals
- Social media content and calendar planning
- Reporting and conversion metrics

Deliverables

Promotional Video Production – General Video

- Showcase the campus in a positive and attractive light. Demonstrate the vastness of the campus, featuring that it is an open facility instead of being locked. Explore the possibility of using a drone to shoot panoramic views of the various campuses.
- Produce a general video of approximately three to five minutes that highlights campus facilities and programs, making it attractive to both employees and participant referral.

Promotional Videos - Employee Testimonials and Program Features

- Produce video clips that comprise virtual tours highlighting new and existing service lines, facilities, and amenities.
- Create and produce a video including employee testimonials to enhance recruitment efforts via BCC's website and social media platforms.
- Produce an employee video clip that showcases COVID-19 and overall safety measures, employee benefits, and other amenities.

Backfill Vacant Content in Social Media Calendar

- Prepare social media content to expand number of posts per month
- Assist with social media content planning

Website Navigation Restructuring

- Provide a detailed plan and implement a revised navigation framework for BCC's Home and secondary pages. All proposed plans should focus on the user's experience and features strategic areas of service, campus amenities, and referral information. Specific areas of focus include primary links to employment opportunities and program offerings.
- Analyze current prospective employee and program referral user experience and make recommendations for navigation enhancements.
- Fix navigation routes that link to all BCC service lines providing easy and intuitive access.
- Assist with website content updates for employee recruitment and referral programs
- Implement user testing of revised page navigation framework and overall content with documented feedback.

Desired Skills and Agency Expertise

- Excellent communication and responsiveness to client needs
- Demonstrated experience and track record of producing high-quality video and other content for websites
- High-level experience in website development and proficiency in WordPress
- Demonstrated experience in producing and framing content for websites and social media platforms
- Case studies and client references are preferred
- Nonprofit experience is highly desired but not mandatory

Proposal Submission and Deadline Date

- The deadline for submission of proposals is no later than March 30, 4:00 p.m.

Selection and Respondent Notification

- The Marketing Department, comprised of the Chief Operating Officer (COO), Vice President of Marketing and Development, and Marketing Manager. These staff members make up a committee of proposal reviewers.

Selection and notification will occur as follows:

- Request for proposals: March 16, 2021
- Proposal application deadline: March 30, 2021 at 4:00 p.m.
- Interviews: Will begin immediately as applications are received. All applications will be given full consideration.
- Awarding of Proposal: April 5, 2021 COB

Proposal Submission Format and Evaluation Criteria

Format -- Please see application download for more information.

1. Proposal format includes a narrative and budget section
2. Narrative section should include a description of how your agency will complete the deliverables listed in this RFP. Also, if proposed completion of deliverables will involve outside contractors. If yes, please list the subcontractor's scope of work, expertise, and upload the subcontractor's portfolio in the appropriate section.

Evaluation Criteria

- The application form will be evaluated based on the company's ability to demonstrate how their expertise fits with the scope of work and deliverables. The proposal should be consistent with BCC's expressed goal.
- The proposal and interview analysis should demonstrate a willingness to accept and benefit from BCC management, oversight, and guidance.
- The proposal should be responsive to terms, conditions, and time of performance dates after an agreed-upon project timeline is set. The proposal is complete and thorough, understanding the need, purpose, expectations, and complexities of the work to be performed. Each section should be sufficient to meet proposal requirements and should be logical and well organized.
 3. Submission of website portfolio samples (please see attached form for downloads)
 4. Estimated itemized budget for work performed and hourly fee
 5. Video conference Interview evaluation

Provider Contract, Reporting, and Monitoring

- Upon selection the vendor should provide a written contract for the scope of work. These must be reviewed thoroughly and signed by appropriate officials from each party. The contract must have original signatures and be returned to the Board of Child Care, 3300 Gaither Rd. Baltimore, MD 21224.
- Any contract resulting from this RFP will reflect service delivery dates. BCC will engage in ongoing, periodic monitoring activities to evaluate service delivery quality and the marketing campaigns' essential ingredients. Activities shall include but are not limited to the following: Conference calls at least monthly to evaluate and document compliance with contract requirements.
- **Budget: \$20,000+**

[Submit your application](#)