



## WEBSITE DEVELOPMENT AND MARKETING/PUBLIC RELATIONS REQUEST FOR PROPOSAL

### Overview

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The purpose of this Request for Proposal (RFP) is to solicit responses from qualified website developer and marketing/public relations consultants/firms to support the implementation of the Community Navigator Pilot Program statewide.

The [Community Navigator Pilot Program](#) (CNPP) is an American Rescue Plan initiative designed to reduce barriers that underrepresented and underserved entrepreneurs often face in accessing the programs they need to recover, grow, or start their businesses. The program will provide a total of \$100 million in funding over two years to 51 organizations that will work with hundreds of local community groups to improve access to the [U.S. Small Business Administration](#) and government and other resources for America's entrepreneurs.

The CNPP is focused on addressing the barriers encountered by social and economically disadvantaged small businesses and entrepreneurs, with a particular focus on microenterprises, cooperatives, and early-stage businesses. The CNPP will enable CDFA and partners to focus collective and coordinated efforts to reach out to small businesses that are owned or being started by historically vulnerable community members, specifically Black, Indigenous, and People of Color (BIPOC); immigrants and refugees; veterans; women; disabled, formerly incarcerated, and LGBTQ and gender non-conforming people.

CDFA invites proposals from interested consultants/firms with experience in website development, communications and public relations, implementation and management; and creative services. Total budget for services not to exceed \$10,000 for this first round of work, with the likelihood of moving to a second or retainer contract after this initial phase of work. The expected project timeline is from February 2022 through April 2022.

### Background

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Created in 1983, the NH Community Development Finance Authority (CDFA) is a statewide nonprofit public authority focused on maximizing the value and impact of community development, economic development and clean energy initiatives throughout New Hampshire. The organization leverages a variety of financial and technical resources, including the competitive deployment of grant, loan and equity programs. Those resources include New Hampshire state tax credits, federal Community Development Block Grant resources and the CDFA Clean Energy Fund.

In December 2021, CDFA was selected as the statewide "Hub" for implementation of the CNPP in NH based on the strength and success of our existing Microenterprise TA network. CDFA will work in partnership with established microenterprise TA partners to implement the program as regional "Spokes" covering the entire state. The "Hub and Spoke" team will engage the NH SBA office, state-wide training and language-access partners and on-the-ground community partners to achieve the goals of the program.

Through implementation of the current Microenterprise TA program, there are many challenges and barriers to reaching the most vulnerable and underserved community members, including inadequate resources, limited capacity, and insufficient cultural, language and other skills needed to meet the needs of a wider spectrum of underserved people. We believe SBA-CNPP funds will significantly expand our ability to reach these small businesses and entrepreneurs in a meaningful way.

The CNPP team, led by CDFA and our five "Spokes" covering the entire Granite State, will work with the NH SBA office and community partners to expand services and connect small businesses to critical resources and assistance, including:

- Financial assistance and access to capital
- Contracting and procurement support
- Marketing, operations, business planning & development, and exporting
- Industry-specific training; and
- Other technical assistance as identified by each individual small business

The CNPP team will leverage additional resources to build on our previous program strengths and to intentionally reach into communities of high need that we have not successfully connected to capital and technical assistance providers.

## **Scope of Services**

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CDFA is seeking a qualified website developer, communications and public relations consultant to support New Hampshire's CNPP with the services outlined below. Responsive proposals will provide insight to how the consultant/firm will assist CDFA and its partners in achieving the following project goals:

- Develops a website that is user-friendly and easily integrates with the program's data management system as well as the partner and spokes' websites.
- Creates a backend "resource hub" to enable easeful sharing of key documents and learning resources.
- Supports a coordinated messaging and press strategy to increase awareness on the launch of the program for potential clients as well as the general public.
- Outlines a clear set of skills approach, and demonstrated ability to provide strategic and ongoing support to a new community program, and, in particular, a program working on issues related to equity, justice, and access to resources.
- Demonstrates the ability to drive and lead on this body of work across multiple partners.

Each phase of work, most specifically the second phase, will be driven by evolving needs identified by CDFA and the spokes. Prospective consultants/firms are welcome to propose additional ideas/services based on previous experience and/or understanding of the CNPP program.

## **SERVICES REQUESTED**

### **Phase 1: February – April 2022**

#### Website Development

- Buildout/development, implementation and on-going management of the public-facing NH CNPP website (<https://nhcommunitynavigator.org/>), including guidance on messaging, content, branding, functionality, etc.
- Integrate website with [Center Dynamics](#) data management system for coordinated lead generation efforts.
- Develop guidance and supports necessary for spokes to integrate Community Navigator messaging, content, branding, etc. into their existing websites.
- Development of an 'internal' website section viewable to CDFA employees and partners, which will serve as a resource hub and system for communications and sharing of key documents and resources.

#### Marketing and Public Relations

- Development, implementation and management of integrated marketing, public relations and social media campaign strategies and content relevant to the CNPP "Launch" in Q1 2022.

## Phase 2: Ongoing from April 2022

### Marketing and Public Relations

- Development, implementation and management of integrated marketing, public relations and social media campaign strategies relevant to the CNPP program.

### Content Creation

- Development and design of materials that support program activities, to include but not be limited to:
  - a. Visual storytelling assets including videos, infographics, etc.;
  - b. Public service announcements;
  - c. Case studies;
  - d. Social media assets;
  - e. Marketing collateral (e.g. posters, flyers, brochures, resource cards, PowerPoint presentation template, email lead generation series, etc.).

### Website Management

- On-going management, including updating content, as necessary.

## Experience

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Proposals must include, at a minimum, the following information:

1. Company profile
2. Qualifications
  - a. Provide a brief description of your firm.
  - b. Provide a description of your work process.
  - c. Describe why and how your firm is uniquely positioned to serve within the capacity requested.
3. Experience and ability to perform this work
  - a. Describe the approach and capacity to successfully complete the Scope of Work.
  - b. Provide examples of relevant work and / or case studies.
  - c. Provide a minimum of three (3) client references.
  - d. Provide a list of personnel who would be assigned to CNPP work, along with their credentials and experience.
4. Pricing
  - a. Provide a schedule of fees for all relevant services described in the Scope of Services.

Preference will be given to the individual or entity with prior experience, an innovative approach to the work and demonstration that they can deliver timely, impactful work.

## Questions and Submission

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## Deadline

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Proposals should include qualifications, describe any recent project work in this or relevant field, and estimated costs. Proposals should be submitted by email or in hand no later than Friday, February 11, 2022.

Funded through a Cooperative Agreement with the U.S. Small Business Administration.

