



REQUEST FOR PROPOSALS – MARKETING / COMMUNICATIONS / CREATIVE SERVICES

Overview

The purpose of this Request for Proposal (RFP) is to solicit responses from qualified marketing and public relations consultants or firms to support a Statewide Family Child Care Pilot Program.

CDFA invites proposals from interested consultants/firms with experience in marketing; communications, public relations and social media strategy, implementation and management; and creative services. Total budget for services not to exceed \$75,000. The expected project timeline is from November 2023 through September 2024.

Background

The [New Hampshire 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.

The Statewide Family Child Care Pilot Program will focus efforts on supporting family-based child care providers to increase equitable access to quality, affordable child care for New Hampshire families. The pilot program will also provide the State of New Hampshire an understanding of the current landscape of supports and opportunities for family-based child care providers to help inform how it may approach the development of a [Staffed Family Child Care Network](#) as a long-term solution for the sector. The one-year pilot program will focus on engaging new and existing family-based child care providers.

Family-based child care providers are a distinct, essential and valued early care and education setting that require a unique and intentional focus. A strong network of family-based child care providers delivers quality care critical to the success of our children and enables New Hampshire families to participate in the workforce, increasing their ability to access economic opportunities while growing the state's economy.

CDFA is centering equity in this work and prioritizing delivering resources in a way which provides communities, families and individuals what they need to grow and prosper in New Hampshire. We believe this approach will continue to provide quality care for families and encourages the long-term sustainability of providers as small business owners in New Hampshire.

Scope of Services

CDFA is seeking a qualified marketing and public relations consultant or firm to support New Hampshire's Statewide Family Child Care Pilot Program with the services outlined below.

Responsive proposals will provide insight to how the consultant or firm will assist CDFA and its partners in achieving the following project goals:

- Support development of strategies and materials to grow the Statewide Family Child Care Pilot Program, including the ability to reach diverse audiences and develop materials in multiple languages and adapt messages for multiple audiences/stakeholders;
- Raise awareness of the statewide and regional resources available to build trust with and support new and existing family-based child care providers;
- Increase understanding of how critical family-based child care is to New Hampshire families and communities among a diverse set of stakeholders on a statewide, regional and local level.

SERVICES REQUESTED

- Development, implementation and management of integrated marketing, public relations and social media campaign strategies relevant to the Statewide Family Child Care Pilot Program that are responsive and welcoming to diverse audiences.
- Create content for a family child care resource page(s) on New Hampshire Connections website (www.nh-connections.org).

- Development and design of materials that support the Statewide Family Child Care Pilot Program, to include but not be limited to:
 - a. Branding for New Hampshire's family-based child care resources and marketing materials;
 - b. Marketing collateral including direct mailers, resource cards, brochures, flyers, PowerPoint presentation template, email nurture campaign, etc.
- Additional services that may be of interest include, but are not limited to:
 - a. Visual storytelling assets including social media assets, videos, infographics, etc.;
 - b. Public service announcements.

Prospective consultants or firms are welcome to suggest additional ideas/services based on previous experience and/or understanding of the program.

Experience

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

1. Company profile
2. Qualifications
 - a. Provide a brief description of your firm or consultancy.
 - b. Provide a description of your work process.
 - c. Describe why and how you are 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 the work, along with their credentials and experience.
4. Pricing
 - a. Provide a schedule of fees for all relevant services described in the Scope of Work.
 - b. Based on your approach, provide an estimate of the number of hours required for each service area.

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

Questions and Submissions

New Hampshire Community Development Finance Authority
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Deadline

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, November 10, 2023.