



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 our Community Center Investment 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. Please provide budget for services as budget is negotiable. The expected project timeline is from July 2024 through October 2025.

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.

In December 2022, New Hampshire's Governor and Council approved the use of \$20 million in American Rescue Plan Act resources to improve community spaces across New Hampshire through one-time strategic investments. The NH Community Development Finance Authority (CDFA) in coordination with the Governor's Office For Emergency Relief & Recovery (GOFERR) has worked with nonprofits and municipalities to invest these resources in community centers, which are important to the health and vibrancy of our state. Public community facilities help support strong, safe, and inclusive communities while providing opportunities for people to engage in social interaction, volunteerism, and civic engagement. Community centers can also provide much-needed access to social services by filling gaps in service within our communities, especially in New Hampshire's rural towns.

The Community Center Investment Program (CCIP) is providing funding through two competitive funding rounds. The first round of awards was announced in June 2023, resulting in funding to sixteen nonprofits and municipalities, and the final round of awards was announced in April 2024, resulting in twenty-seven total projects statewide.

These are large-scale construction projects that include new construction, renovations, and additions to existing structures. Created to enhance accessibility and inclusivity for all, the community centers have wide-ranging focus and structures ranging from a large gazebo that will serve as a central gathering space for programs and activities, to a senior center focused on providing essential services that include meal provisions, telehealth facilities, and transportation assistance. An expansion of an existing town hall will enable a visiting nurse organization to conduct more extensive health and wellness checks and workshops; a community project includes a pavilion and playground; and a new makerspace is incorporating into its design an outdoor patio to foster greater creativity and social interaction, while the restoration of a barn will result in multifunctional community use. All projects prioritize energy efficiency and ADA accessibility, with one project specifically designed to accommodate individuals with disabilities.

Scope of Services

CDFA is seeking a qualified marketing and public relations consultant or firm to support CDFA's Community Center Investment 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 raise awareness the impact of the Community Center Investment Program for multiple audiences/stakeholders;
- Develop content to share project milestones and updates across multiple platforms, including traditional and social media channels;
- Increase understanding of the important role community centers have across New Hampshire.

SERVICES REQUESTED

- Development, implementation and management of integrated marketing, public relations, and social media campaign strategies relevant to the Community Center Investment Program. The strategies should be implemented on the statewide, regional and local level and when aligned with intended audiences should include communication in languages other than English (likely Spanish and/or French).
- Development and design of case studies that support the Community Center Investment Program to include but not be limited to:
 - a. Case study for each project (27), each approximately 500-700 words in length, to tell the story of the positive impact the community center project will have on the local community. Each case study will include information gathering through interviews, drafting, and editing after NH CDFA review and feedback. Materials will need to be designed for use online and in print. Professional photography from each project will be available to help tell their story.
- Additional services that may be of interest include, but are not limited to:
 - a. Visual storytelling assets including social media assets, videos, infographics, etc.

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 no later than July 17, 2024.