



REQUEST FOR PROPOSAL

Social Marketing Consultant

Proposals must be submitted no later than 5 p.m.

August 4, 2020

Heather Masters

Healthy Environment Project Coordinator

Vera House, Inc.

723 James Street

Syracuse, NY 13203

(315) 425-0818

[hmasters@verahouse.org](mailto:hmasters@verahouse.org)

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

### **Introduction:**

Vera House, Inc. is seeking proposals from consultants with preferred experience in social marketing, social norms approach research and social media strategizing and development to provide us with social media development and messaging associated with our Raise the Bar program in Onondaga County.

This is a request for a proposal for such consulting services that can help us assess community perception of bystander intervention tactics carried out by alcohol serving establishment staff members, willingness to intervene in a situation, and perception of safety in alcohol serving establishments.

Vera House, Inc. seeks a qualified consultant to provide services to include:

- Creative social media development
- Conduct research and data collection
- Utilize research and data to inform the development of social media output
- Creation of a social marketing strategy plan that will outline target audiences, key messages and best practices in sharing those messages
- Aid in creation of social media posts

### **Organizational Background:**

Vera House, Inc. is a human service agency with over 40 years of experience delivering services to victims of domestic and sexual violence. Our mission is to prevent, respond to and partner to end domestic and sexual violence and other forms of abuse.

### **Project Background:**

Raise the Bar is the Onondaga County portion of a state-wide project with a goal to work with alcohol serving establishments to create safe environments that help prevent sexual and relationship violence and sexual harassment.

### **History and Project Description:**

With this project, we would like to research and assess the community perception of bystander intervention in situations of sexual aggression/harassment and/or relationship violence in the setting of alcohol serving establishments. In this research, we would like to gain a better understanding of what patrons expect when they are at an alcohol serving establishment and their comfort with the establishment staff intervening in situations. We would like to execute two rounds of surveys, the first being used to inform our social media messaging. With this information that we gather, we would like to utilize this data to gain a social media presence and inform our social media development and output. With the second survey, we would like to assess the impact of our social media output.

Our goal is to assess community readiness in regards to safety and bystander intervention in nightlife establishments, as well as promote these concepts as the norm in hopes of creating healthy nightlife environments in our local community. We hope to:

- Create a social media presence with messaging that is informed by research and data collected
- Provide consistent messaging that aligns with the project goals

- Shift and/or provide insight on the local social norms around safety and bystander intervention in alcohol serving establishments

**Project Budget:**

Project bidders should submit a proposed cost outline. The expectation of this project would be approximately 100 hours over the course of commencement date of work to project completion date. Project is contingent on approval of funding.

**RFP and Project Timeline:**

RFP Distribution to Vendors	July 15, 2020
Questions/inquiries to <a href="mailto:hmasters@verahouse.org">hmasters@verahouse.org</a>	July 22, 2020
Responses to questions or inquiries	July 24, 2020
Proposal Due Date	August 4, 2020
Target Date for Review of Proposals	August 7, 2020
Anticipated Decision and Selection of Vendor	August 10, 2020
Anticipated Commencement Date of Work	August 24, 2020
Completion Date	January 29, 2021

Funding is completed on January 31, 2021, pending approval.

**Selection Criteria:**

Proposal Submissions should include the following:

**Firm Information**, including

- The company name, contact name, mailing address, telephone number, fax number, email address, and website
- Name(s) of staff members who would be assigned to this project and the functions to be performed by each
- A description of the qualifications of the staff who would work on the project

**Cover Letter and Resume of project staff**

**Project Approach**

- A concise narrative detailing the proposed approach to the project

**Experience**

- Three references with brief description of the relationship and contact information
- Work samples that include relevant examples of social marketing projects the firm has completed

**Proposed project timeline and work plan**

**Costs**

- Estimated cost for all work
- Agencies must agree to keep the quoted pricing in their proposals for a minimum of 90 days after proposal submission

**Contact information and deadline for submission:**

This RFP will be posted on the Vera House, Inc. website, [www.verahouse.org](http://www.verahouse.org), and may be distributed to individual firms. Questions regarding this RFP must be submitted via email to [hmasters@verahouse.org](mailto:hmasters@verahouse.org) by July 22, 2020. Responses will be shared no later than July 24, 2020.

Inquiries will only be received and answered by email.

Respondents must submit a copy of their proposal in PDF via email to [hmasters@verahouse.org](mailto:hmasters@verahouse.org).

**Rights:**

Vera House, Inc. reserves the right to award to the bidder that presents the best value as determined solely by Vera House, Inc. in its absolute discretion. Vera House, Inc. reserves the right to reject any or all bid proposals, in whole and in part, received in response to the RFP prior to engagement.