



Request for Proposal

May 13, 2022

Family Services Ottawa (FSO) is looking to engage a consultant to develop a Family Day fundraising campaign, including the development of the strategy, creative and communications, media plan possibly, execution and measurement and reporting.

For over 100 years, Family Services Ottawa has offered counselling and support services to families, parents, and children. Whether it's relationship issues, coping with stress and anxiety, or adjusting to a divorce or separation, we have programs to help. By helping individuals and families grow stronger, we are helping our community to do the same.

Our next steps in building the FSO brand, increasing community engagement and growing fundraising revenues is to undertake a campaign around Family Day. Family Day, celebrated the third Monday of February, is another reminder of the importance of families and our goal is to align with this provincial holiday to encourage engagement and donations. FSO launched a trial Family Day campaign in 2022, which resulted in low donations but strong website click-throughs. We wish to build on that by increasing both engagement and donations with an overall campaign strategy and communications/media plan that can be **re-used for the next three to five years with minor modifications.**

Scope of Work:

Consultant or agency will be responsible for developing, implementing, and assessing the Family Day Campaign.

Campaign development:

1. Assess the 2022 campaign to understand strengths and areas for improvement.
2. Assess the local Family Day fundraising environment.
3. Develop objectives and measurable campaign goals for awareness, engagement and giving, including reaching new audiences, growing new donors and engaging current audiences and donors.
4. Develop Family Day campaign theme and creative approach. Includes incorporating FSO's new visual identity and brand promise.
5. Develop Family campaign communications and media plan, including organic and paid social media, display network placements, website content, broadcast media, etc.
 - a. Plan should include lead-up communications, fundraising communications (donation appeals) and follow-through communications.
 - b. Plan should include any media budgets and recommended media partnerships for in-kind participation.
6. Develop a campaign critical path and tactical plan to manage the process, ensure timely roll-out and track success.
7. Develop a measurement plan to track goals and objectives throughout the campaign and adjust to improve results ongoing. Plan should also include a post-campaign report on results and enhancement recommendations for the next year.

Campaign implementation:

1. Develop all the creative pieces required
2. Schedule and set up all media placements, including organic and paid social media, broadcast, etc.
3. Manage the ongoing rollout of the campaign, from lead-in communications through to donor appeals and follow-through communications.
4. Implement the measurement plan and track ongoing against the campaign's goals and objectives. Adjust campaign as required.

Campaign reporting:

1. Assess the campaign – including communications and donations – and provide a written report detailing results, challenges, opportunities and recommendations for the 2024 Family Day campaign by March 31, 2023.

Submission information:

Please submit proposal via email to dspeers@familyseVICESottawa.org.

We welcome joint proposals. However, joint proposals must specify the lead agency.

Please include the following documents in your submission in one email entitled *Submission for RFP: FSO*.

- Cover letter
- Proposal for completing the specified scope of work
- Bios of the team members
- Three case studies of previous, similar projects and the results
- References, ideally matched to the three case studies
- Fees for completing the work including development of creative elements. Do NOT include media placement costs. Budget for plan and creative is capped at \$25,000 (excluding HST).
- Proposed costs must be valid until March 31, 2023.

Timeline:

RFP issued – Friday, May 13, 2022

Questions submitted before Friday, May 27, 2022 to dspeers@familyseVICESottawa.org.

Submissions due by Friday, June 3, 2022 at 4:00PM ET by email to dspeers@familyseVICESottawa.org.

If required, interviews for shortlisted candidates between June 20 – 24, 2022

RFP awarded by July 8, 2022

Final report to be completed by March 31, 2023