



Request for Services Consulting and Support of Marketing and Communications Activities

November 2020

Background:

The Center for Health and Learning (CHL) is a non-profit organization, based in Brattleboro, VT, focused on improving school and community health. Our staff and consultants apply expertise in health and education to design training, develop resources, and carry out research and evaluation. We work with schools, community coalitions and organizations, and national and state agencies and organizations. In our effort to achieve systemic and sustainable change through education, policy, and environmental strategies, we offer regional trainings and technical assistance through grant funding from federal, state, and private agencies, provide site-based trainings and technical assistance on request from school districts and community organizations, develop online programs, student learning modules and curricula, and create strategic partnerships with other non-profit organizations and schools systems.

Description of Services Needed:

CHL seeks support to provide direction and support in communicating, marketing, and promoting CHL's mission, services, fundraising efforts, and brand, both visual and written. CHL currently markets its programs, trainings, and services through various means including unique websites, social media platforms, flyers, brochures, and other marketing collateral, and press releases. Many of these requested services will be performed with support from CHL's Technology and Marketing Specialist.

CHL desires a proposal from interested and qualified parties that includes consulting and/or support services for any or all of the below activities:

- I. Development of an Annual Marketing and Communications Plan**
- II. Website Consultation and/or Redesign**
- III. Content Development and Management**
- IV. *Optional:* Graphic Design Services**

Below is a description of specific activities in which CHL requires support in each of the above areas.

I. Development of an Annual Marketing and Communications Plan

CHL desires support in the development, implementation, and maintenance of an annual Marketing and Communications Plan. Activities include:

- Development and management of an annual marketing and communications plan across CHL platforms. Plan should identify the core elements and activities of CHL’s marketing and communication strategies and provide recommendations for delivering these objectives through differentiated contracts; plan will document all of CHL’s marketing and communication needs, provide recommendations for meeting those needs, and provide a timeline for activation of the specific recommended marketing and communication tasks
- Ensure consistent branding, look and feel of content throughout CHL communications platforms.

For the above activities, please provide a description of how you would address this activity, expected time commitment (e.g., number of hours/week), and an hourly rate.

II. Website Consultation and/or Redesign:

CHL currently operates three unique websites:

1. Center for Health and Learning website (WordPress): www.healthandlearning.org
2. Vermont Suicide Prevention Center website (WordPress): www.vtspc.org
3. *Umatter* Suicide Prevention website (Joomla): www.umatterucangethelp.org

Services desired by CHL in this area are grouped into three distinct projects. Contractor should provide separate and distinct quotes for each of these projects. The activities required for these projects are described below:

A. Re-design of the Center for Health and Learning website www.healthandlearning.org –

This website requires a design update and content review. CHL desires a site that is responsive, enhances user navigation, provides greater user interactivity, and improves the use of graphics, photos, and videos. We are open to discussing alternative themes should contractor recommend an alternative option. This project will include the following activities performed by the consultant:

- 1) Project manage all tasks related to the project including development and management of a timeline for completion of the project.
- 2) Review current site, identify deficiencies based on current best practices, and make recommendations for changes, deletions, and/or additions.

- 3) Provide direction to CHL staff for content review, and development of new content if needed.
- 4) In collaboration with CHL's Technology and Marketing Specialist, implement agreed-upon changes.
- 5) Test and deploy new site.

Based on your review of the existing site, and taking into consideration the tasks noted above, please provide the following:

- *Estimated quote, including hourly rate, to complete the above project;*
- *A proposed timeline for completion of the project based on your review and evaluation of current site. Should include description of tasks which would be delegated to CHL (e.g., content review).*

B. Re-design of the Vermont Suicide Prevention Center website - www.vtspc.org - This website also requires an update or re-design. CHL desires a site that is responsive, enhances user navigation, provides greater user interactivity, and improves the use of graphics, photos, and videos. We are open to discussing alternative themes should contractor recommend an alternative option. This project will include the following activities performed by the consultant:

- 1) Project manage all tasks related to the project including development and management of a timeline for completion of the project.
- 2) Review current site, identify deficiencies based on current best practices, and make recommendations for changes, deletions, and/or additions.
- 3) Provide direction to CHL staff for content review, and development of new content if needed.
- 4) In collaboration with CHL's Technology and Marketing Specialist, implement agreed-upon changes.
- 5) Test and deploy new site.

Based on your review of the existing site, and taking into consideration the tasks noted above, please provide the following:

- *Estimated quote, including hourly rate, to complete the above project;*
- *A proposed timeline for completion of the project based on your review and evaluation of current site. Should include description of tasks which would be delegated to CHL (e.g., content review).*

C. Redesign of the "Umatter U Can Get Help" website - www.umatterucangethelp.com

This youth-oriented website also requires a re-design and movement from a Joomla platform to a WordPress platform. CHL desires a site that is responsive, enhances user navigation, provides greater user interactivity, and improves the use of graphics, photos,

and videos. This project will include the following activities performed by the consultant:

- 1) Project manage all tasks related to the project including development and management of a timeline for completion of the project.
- 2) Review current site, identify deficiencies based on current best practices, and make recommendations for changes, deletions, and/or additions.
- 3) Provide direction to CHL staff for content review, and development of new content if needed.
- 4) In collaboration with CHL's Technology and Marketing Specialist, implement agreed-upon changes.
- 5) Test and deploy new site.

Based on your review of the existing site, and taking into consideration the tasks noted above, please provide the following:

- *Estimated quote, including hourly rate, to complete the above project;*
- *A proposed timeline for completion of the project based on your review and evaluation of current site. Should include description of tasks which would be delegated to CHL (e.g., content review).*

III. Content Development and Management

CHL desires support and assistance in managing a wide range of content development including the following:

- Develop and oversee content across all CHL communication platforms;
- Assist with web content including writing original content, editing of CHL-provided content, providing input on best deployment of content on respective sites.
- Develop, oversee, and, in collaboration with CHL's Technology and Marketing Specialist, execute a comprehensive social media strategy. Provide consultation to CHL team on best practices related to use of social media. CHL's social media platforms currently include two Facebook sites (CHL and Vermont Suicide Prevention Center- VT-SPC), two Twitter accounts (CHL and Vermont Suicide Prevention Center – VT-SPC), a YouTube channel, and LinkedIn.
- Work with CHL staff to create and publish content for blogs and advocacy efforts; develop and maintain a blogging strategy and editorial calendar;
- Oversee production of print and digital media content;
- Write and/or edit press releases as needed;
- Develop and/or consult on video content.

For the above activities, please provide a description of how you would address this activity, expected time commitment (e.g., number of hours/week), and an hourly rate.

IV. *Optional: Graphic Design Services*

CHL currently works with graphic designers to create publications, flyers, brochures, postcards, conference programs, training materials, newsletters, annual reports, and email communications utilizing Mailchimp. If contractor does not provide graphic design services, contractor may need to work closely with other CHL Graphic Designers. Marketing materials for trainings typically require a short turn around (one week or less) and publications and larger projects are back planned with a production schedule.

If you provide graphic design services, please provide an hourly rate for the provision of graphic design services..

Parties interested in providing these services should demonstrate the following qualifications:

- Demonstrated experience in communications, marketing, journalism, or public relations;
- Experience managing and developing content within a public health environment, school health, and mental health promotion, including a focus on substance use prevention and suicide prevention;
- Experience creating content for websites, blogs, and social media platforms;
- Ability to create targeted messaging to a variety of constituent groups;
- Strong and creative graphic design skills are a plus;
- Passion for working in a non-profit public health and education arena.

Please respond no later than November 30 with a proposal that includes consulting and support services for any or all of the above activities (hourly rate or project quote as specified after each section). Also, please provide three (3) references of current or recent clients for whom you have provided similar services. Experience within non-profit environments should be noted.

If further information is needed to assist with your development of a proposal for this project, please contact Gwen Mousin, CHL's Operations Manager gwen@healthandlearning.org.

Proposal submission (email acceptable) should be directed to:

Gwen Mousin, Operations Manager
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