

DULUTH LIBRARY FOUNDATION

Request for Proposal

The Duluth Library Foundation (DLF) is looking for a partner(s) to conduct research and help build a communications strategy to increase brand awareness and grow digital engagement.

Our goals are to:

- Develop a case for support that differentiates the DLF in the nonprofit community
- Increase brand awareness and develop a communications strategy to attract new donors and increase connection with current donors
- Enhance digital engagement

The partner(s) will work within the DLF brand, conduct market research, and define messaging across key target audiences. The partner(s) will work with the Executive Director, who will foster collaboration and input from the Duluth Public Library PR team and the DLF Board of Directors.

Scope of Work

The Duluth Library Foundation is looking for a partner(s) who can assist with:

- Evaluating the current state and operations of DLF communications
- Report on and evaluate the state of the non-profit and philanthropic market
- Define a case for support for the DLF
- Develop a bold and imaginative creative theme/concept that will stay true to the spirit of DLF and capture the attention, imagination, and mindshare of target audiences
- Craft a set of engaging and memorable messages that are relevant to audiences, are delivered in channels they visit, and make them care
- Develop a marketing strategy for connecting with audiences, attracting new donors, and building stronger connections with current donors
- Assist in developing marketing materials and messaging for events, evaluating timing and alignment with fundraising and communication schedules and strategies
- Integrate and grow digital engagement within the strategy
- Advise and train staff on implementation

The approximate budget allocation for this scope of work is \$35,000 - \$45,000. Proposals that outline scope of work within this budget and supplemental plans for work beyond this budget, or supplemental plans for ongoing support will be accepted.

Experience Required

The partner(s) should demonstrate how they meet the following minimum requirements:

- Have experience working with nonprofits on fundraising projects or clients who are primarily fundraising organizations

- Have executed and implemented marketing and communications strategies on behalf of nonprofit clients
- Provide at least three samples and references of relatable successful work

Proposal Detail

- A. Cover Letter:
 - a. Include the name, address, telephone number, email, and signature of the person authorized to commit to the terms specified in the proposal.
- B. Summary of qualifications (provide a description of the partner(s) capabilities):
 - a. Describe your firm. How many years have you been in business? What is the size of your firm?
 - b. Explain your experience in philanthropy and nonprofits.
 - c. Identify and provide a brief bio of key personnel who will have direct responsibility for this account.
 - d. Describe your billing policy/terms.
 - e. Provide a summary of your hourly rates.
 - f. Describe the services that are provided by you/your staff internally.
 - g. Provide a list of what types of services are outsourced.
 - h. Provide a list of references, especially nonprofits or philanthropic organizations, whom we can contact to discuss their assessment of your firm. List contact names and phone numbers.
 - i. Please identify three (3) examples of related work as it relates to the scope and depth of our requests.
 - j. Describe your methodology.
 - k. Please feel free to include other relevant relationships that communicate your firm's experience outside of higher education.
- C. Provide a specific timeline of how you plan to accomplish the scope of work, including major milestones

Schedule

Dates for final selection may be subject to change based on committee availability.

August 2024:	Public Request for Proposal
August 23, 2024:	Proposal submission deadline
August 30, 2024:	Finalists contacted for interview
September X, 2024:	Finalists interviews/presentations
September 11, 2024:	Final selection made
September 2024:	Contract Developed
October 2024:	Potential Contract Start Date

Evaluation Criteria

- 25% - Qualifications, relatable experience, references

- Demonstrated industry knowledge
- Ability to provide satisfactory references
- Ability to provide a satisfactory list of qualifications and professional experience for key staff assigned to this project
- Cultural fit between agency and client
- Knowledge and experience working in and with the Duluth community
- Understanding of and experience with philanthropic marketing
- Demonstrated stability of the firm
- 25% - Creative solution capacity
 - Experience developing innovative, break-through ideas and creativity
 - Demonstrated ability to leverage and build the power of a brand
 - Use of consistent and appropriate brand imagery across all marketing elements.
 - Integrated on/offline experience and understanding
 - Understanding of perceptions and behaviors of multiple stakeholders
 - Demonstrated experience in designing and implementing comprehensive marketing/advertising campaigns
 - Ability to develop low-cost, unconventional strategies that yield maximum results
 - Demonstrated understanding of current trends
- 20% - Cost
 - Range of fees to complete the work outlined in the scope of work
 - Commitment to cost-effective methods and understanding of the importance of stewarding a public institution's funding
- 15% - Ability to meet expectations; administrative management and staffing
 - Ability to coordinate and collaborate with staff
 - Capability of providing an adequate number and quality of staff members to accomplish tasks in a timely and high-quality manner
 - Timely responsiveness to feedback from internal stakeholders as well as skill in building consensus
- 10% - Supplier diversity participation
- 5% - Value-added items, and services offered.

Proposal Submission

Proposal questions can be directed to the Foundation's Executive Director. Final proposals can be emailed or mailed and are due by August 23, 2024.

Erin Kreeger, Executive Director
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