



## **REQUEST FOR QUOTE (RFQ)**

### **Brief Description of Procurement**

- The Children's Trust is seeking to partner with a professional and experienced marketing firm to support our strategic plan over the next five years. This partnership will involve the development and implementation of comprehensive marketing strategies to enhance our brand presence, engage our target audiences, and achieve our strategic goals.
- The Children's Trust fiscal year 2025 priorities include:
  - Continue building out our **brand/messaging strategy for the Children's Trust** following the implementation of our five-year organization-wide strategic plan
  - Prepare and implement a strategic **digital marketing campaign for Safe Kids Thrive**
  - **Audit and redesign our current website**, [www.childrenstrustma.org](http://www.childrenstrustma.org), using best practices and target audience goals
- Depending on agency expertise, campaign elements outlined in the detailed project description may be awarded to one or more vendors. Our preference would be to work with one agency on all initiatives, with subcontractors allowed.
- Please see the attached RFQ details for more information
- Your total bid/quote should include **All Costs associated** with the campaign plan project based on the anticipated budgets provided by Children's Trust
- The Director of Marketing and Events of the Children's Trust will be the project lead.

### **Once the vendor or vendors are awarded**

- The awarded vendor(s) will be working primarily & closely with our Marketing and Communication team throughout this project to discuss any decisions and strategies.
- After delivering the finished product the awarded vendor may be asked to collaborate with staff from the Children's Trust, and/or another identified individual/individuals for feedback



**II. Procurement Calendar**

<b>RFQ Posting Date</b>	7/25/2024
<b>RFQ Response Due</b>	8/7/2024
<b>Project Start Date</b>	8/19/2024
<b>Project Completion Date</b>	6/30/2025

Dates after RFQ/RFP Response Due date are *anticipated* dates. All dates are subject to change.

**III. Type of Procurement (select one from each row)**

- Fee for Service                       Commodity / Good  
 Open Market                               Statewide Contract

**B. Number of Vendors to be Awarded (select one)**

- Single     Multiple

**C. RFQ Distribution Method**

This RFQ has been distributed electronically using the COMMBUYS system. It is the responsibility of every potential respondent to check COMMBUYS for any addenda or modifications to an RFQ to which they intend to respond. The Commonwealth of Massachusetts and Children’s Trust accept no liability and will provide no accommodations to respondents who fail to check for amended RFQs or submit inadequate or incorrect responses.

Respondents may not alter RFQ language or any RFQ component files. Those submitting a proposal must respond in accordance to the RFQ directions and complete only those sections that prompt a respondent for a response. Modifications to the body of this RFQ, specifications, terms and conditions, or which change the intent of this RFQ are prohibited. Any unauthorized alterations will disqualify a response.

**D.** PRF70

Work awarded as a result of this RFQ is pursuant to the above statewide contract. As such, all terms, conditions, contract rules, and pricing agreed shall apply.

**E. No Guarantee of Resulting Contract**

The Commonwealth makes no assurance that any services will be purchased from any contract resulting from this RFQ.

**F. Questions and Answers**

All questions must be submitted electronically through COMMBUYS.



**G. Contact Information**

Responses to this RFQ will be received by:

Shipping/Billing Address:	Jennifer Lee Children's Trust 55 Court Street, 4 <sup>th</sup> Floor Boston, MA 02108
Procurement Contact:	Jennifer Lee
Telephone:	
E-mail:	Jennifer.Lee@Mass.gov

**V. Submission Requirements**

All quotes must be submitted through COMMBUYS. In order to respond to this bid, please register on the COMMBUYS website. If you need assistance with registering please contact the COMMBUYS helpdesk at: [COMMBUYS@state.ma.us](mailto:COMMBUYS@state.ma.us) or (888) 627-8283 or (617) 720-3197.

**VI. Additional Document Attached to this Solicitation in COMMBUYS**

Yes                       NO

**File Type:**

Word             Excel             PDF             Other

The Children’s Trust is seeking to partner with a full-service and experienced marketing firm to support our strategic plan over the next five years. This partnership will involve the development and implementation of comprehensive marketing strategies to enhance our brand presence, engage our target audiences, and achieve our strategic goals.

Depending on agency expertise, marketing initiatives outlined above may be awarded to one or more agencies. **Our preference would be to work with one agency on all initiatives, with subcontractors allowed.**

### **FY25 Scope of Work (July 1, 2024 – June 30, 2025)**

We have prioritized three marketing initiatives for the fiscal year 2025. The first initiative is the continuation of a **brand/messaging and communication strategy** following the development of our five-year, organization-wide strategic plan and building on the initial marketing strategy created in fiscal year 2024. The second initiative is the preparation and implementation of a statewide **strategic digital marketing campaign** to promote the use of the Safe Kids Thrive website. The third initiative is a **website audit/needs assessment, strategy, and rebuild** of the childrenstrustma.org site.

---

#### **1. Product Details – The Children’s Trust Brand Strategy (FY25)**

The Children’s Trust has officially kicked off a five-year, organization-wide strategic plan as of July 2024. Building on messaging and marketing strategies created in 2024, we are looking to partner with an agency to help us announce our strategic plan and continue developing these messaging and marketing strategies for our target audiences.

#### **Target Audience**

- **Primary Audience:** Family Support Workforce in Massachusetts
- **Secondary Audience:** Legislators/ Policymakers/Community Leaders and Funders (focused on foundations and corporations)

#### **Objective/Purpose**

- Create materials to introduce and explain our five-year organization-wide strategic plan to primary and secondary target audiences (i.e., emails, landing page, overview document, webinar materials, social posts, press release, newsletter story, etc.)
- Build on the messaging foundation that was developed in fiscal year 2024
- Raise awareness of family wellbeing in MA and the Children’s Trust mission
  - Develop an engagement strategy to drive target audiences to childrenstrustma.org where they can get more information, enroll in a training, sign up for our email list, or make a donation
  - Promote opportunities to get involved during key times of year, including April (Child Abuse Prevention Month)
  - Program focus to be determined with the Children’s Trust Marketing Team

**Budget:** \$100,000

### **Plan Implementation Schedule**

- **Planning:** August-September
  - **Strategic Plan Comms Rollout:** September
  - **Messaging Rollout:** January
  - **Awareness Strategy Implementation:** March/April
- 

## **2. Product Details – Digital Marketing Campaign for SafeKidsThrive.org (FY25)**

SafeKidsThrive.org is the first-of-its-kind website designed to help youth-serving organizations create and implement child sexual abuse prevention and intervention plans. Website visitors complete a free, five-question prevention check about their organization. The site wizard then delivers a set of tailored guidelines, tools, and trainings for developing an organizational-wide plan based on the organization’s specific needs.

Unique offerings and approach:

- This website is the first of its kind across the nation, a useful tool to make a complex issue manageable
- The website tone is “empowering” (focused on helping adults be the hero, keeping kids safe) vs. “scary” (using scare tactics, punitive, or implying official state requirements or oversight)

### **Target Audience**

- **Primary Audience:** Administrators and staff of youth-serving agencies in Massachusetts
- **Secondary Audience:** Parents in Massachusetts

### **Objective/Purpose**

- Raise awareness of the website among primary and secondary target audiences
- Drive primary and secondary target audiences to the site and encourage action:
  - Complete free prevention check
  - Download Elements of Prevention
  - Sign up for email
  - Create Learning Center account
- Statewide coverage with priorities to be decided with the Children’s Trust Marketing team

**Budget:** \$100,000 – we expect that the planning will be a small portion of the total

### **Plan Implementation Schedule**

- **Planning:** completed by the end of September
  - **Ad Run:** October through the end of June
-

### **3. Product Details – Website Strategy & Rebuild (FY25)**

The Children’s Trust is looking to rebuild our website, [www.childrenstrustma.org](http://www.childrenstrustma.org), to provide a better user experience for our target audiences.

#### **Target Audience**

- **Primary Audience:** Family Support Workforce in Massachusetts
- **Secondary Audience:** Legislators/Policymakers/Community Leaders and Funders (focused on foundations and corporations)

#### **Objective/Purpose**

- Execute a thorough website audit and needs assessment to see what’s working, what’s needed, what needs to be improved, etc.
  - This could include internal interviews, user research, competitive analysis, etc.
- Redesign and rebuild the website with best practices and primary and secondary target audiences in mind.
- In collaboration with the Marketing team - develop and implement website goals and KPIs to measure website performance and effectiveness.
- Provide Google Analytics and Looker Studio support.
- Provide ongoing technical assistance and support.

**Budget:** \$100,000

#### **Estimated Plan Implementation Schedule**

- **Planning:** August-September
  - **Audit:** September-December
  - **Rebuild:** January-June
- 

#### **Contract Term**

The partnership will be for a period of five years, commencing August 2023. However, the Children’s Trust reserves the right to terminate the contract early if the selected firm fails to meet performance expectations or if the partnership is deemed unsatisfactory.

#### **Budget**

The budget for this partnership is \$300,000 for FY25 and estimated to be \$200,000 annually over the remaining term. The Children’s Trust and selected firm will collaborate annually to determine and refine marketing strategies based on organizational needs and objectives. Firms should provide a detailed fee structure and explain how their proposed services fit within this budget.

#### **Response Requirement:**

- Background of Company / Main Point of Contact Information

- Project Approach and Timing
- Relevant Experiences & Qualifications
- Scope of Work Recommendations
- Budget for Plan Preparation and Plan Implementation
- Project Management
- The frequency of reporting and status updates provided
- Analytics Reporting: Segments, Metrics, Measurement

**Bids/Quotes received will be evaluated based on but not limited to the following criteria:**

- Agency's experience and depth in digital marketing, brand strategy, and website strategy/development
- Creativity of proposal
- Metrics/measurement proposed
- Agency's understanding of the purpose of the programs outlined
- Best fit for each campaign element. This bid may be awarded to one or more agencies depending on expertise.

We look forward to receiving your proposals and partnering with a marketing firm that shares our vision and commitment to creating a Massachusetts where all families can thrive.