



# Sexual Assault Crisis Center

**Request for Proposal  
Social Media Services**

**Proposal Deadline  
12:00 PM CDT, Thurs, Feb 4, 2021**

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The Sexual Assault Crisis Center – Fox Cities, Inc. (Center) is a 501(c)3 nonprofit corporation located in Appleton, Wisconsin, and is seeking the services of a single, qualified locally managed vendor to provide social media services.

It is our objective to hire an agency that will provide strategic leadership to keep the Center top of mind among various target audiences by increasing awareness of our:

- Victim assistance programs and services;
- Prevention education and outreach activities;
- Volunteer opportunities; and,
- Special event participation.

Questions regarding this RFP should be directed to Amy Flanders, [amy@sacc-foxcities.org](mailto:amy@sacc-foxcities.org).

Electronic submissions are required and must be submitted to [amy@sacc-foxcities.org](mailto:amy@sacc-foxcities.org) with “RFP Submission” in the subject line.

The deadline for responding to this proposal is **12:00 PM CDT, Thurs, Feb 4, 2021.**

### Organizational Overview

The Center is one of 60 sexual assault service providers in Wisconsin. For 43 years, the cornerstone of the Center's mission has been to provide services to victim survivors of sexual violence, their families and others at **no cost**. The Center treats all victim survivors with care, compassion and respect as they heal from their trauma.

Mission: We empower people to find their voice to end the crisis of sexual violence.

Vision: No sexual violence in the Fox Valley by 2038.

### Programs and Services

The Center's programs and services focus on intervention and prevention. This includes interceding where violence is happening to provide safety, support, and resources to those impacted by it. We work with victims who have suffered physical, sexual, financial and/or emotional harm as a result of the crime of sexual assault.

The Center also has widely-respected prevention education and outreach programs with a goal of preventing sexual violence from occurring in the first place. Prevention education supports the strengths of individuals, families and communities.

## Current Environment

The Center's current social media work is general marketing of our programs and services, and three annual campaigns:

1. *Shall We Dance* fundraiser – ongoing throughout the year.
2. *Let's Talk Teal* for Sexual Assault Awareness Month in April – March & April.
3. *#Giving Tuesday* – National campaign held Tuesday after Thanksgiving.

## Scope of Work

The successful vendor will provide these services up to a cost of \$15,000 annually including the purchase of social media ads:

1. Develop and implement overall social media strategy in partnership with Center leadership.
2. Contribute social media expertise and strategic leadership for the Center's three annual campaigns and overall marketing efforts.
3. Take day-to-day ownership of content including design and copy ensuring it is branded according to the Center's brand guidelines. Graphics will be provided for the annual campaigns.
4. Select the appropriate network for the message and target audience.
5. Develop and manage social media calendars to ensure timely publication.
6. Ensure content is engaging, up-to-date, relevant and supports the Center's mission, vision, objectives and values.
7. Provide quarterly performance and analytics reports for all ongoing social media activity that go beyond basic metrics such as views/engagements, click-through-rates, etc. whenever possible.
  - a. Year-to-date comparisons with previous year; and,
  - b. Previous quarter comparisons.

**Account and Project Management:** General business oversight and project management services.

- Understand the breadth and depth of the Center's programs and services to ensure social media strategy enhances our work.
- Seek to build and engage a social media audience through genuine, thoughtful and interesting content creating engaging conversation for a range of audiences.
- Coordinate resources and manage the project budget, timelines and milestone delivery.
- Work directly with the Center's executive director to develop strategy and implement plans.

## Information Requirements

### Corporate Information

1. Brief overview of your work providing social media services in the Fox Cities community.
2. How long have you been in business?
3. In what cities do you maintain offices?
4. How many employees are in your organization and how many of them will be dedicated to account management and/or support?
5. What differentiates your organization from competitors in the marketplace and how will you benefit the Center?
6. Will you subcontract any components of the proposed solutions to a third party? If yes, describe the components to be subcontracted and provide details of any agreement in

place with the subcontracted firm/individual as well as a summary of past work you have successfully completed together.

7. Disclose any current or potential future conflicts.

### **Proposed Approach and Solution**

1. Provide a proposed work plan:
  - a. Key activities.
  - b. Timing.
  - c. Information/resource requirements from the Center.
  - d. Deliverables.
  - e. Key milestones, checkpoints, and decision points.
  - f. Cost.
2. If your organization is selected, what Center resources would you require (information, data, staff resources, communication, etc.)?
3. Who from your staff would be assigned to the account?

### **Financials**

1. List the charges associated with each of the items in the Scope of Work.
2. Do you offer a nonprofit discount? If so, indicate the pricing difference.
3. If no nonprofit discount, are you able to provide an in-kind donation? If yes, what is the approximate value?

### **No Obligation**

The submission of a proposal shall not in any manner oblige the Center to enter into a contract or to be responsible for the costs incurred by your organization in responding to this request.