



Rhode Island Coalition
for the Homeless

Request for Qualifications Communications & Community Organizing Contractor

Requestor: Rhode Island Coalition for the Homeless
Period: ASAP to June 30th, 2019
Estimated Hours: 25-35 hours weekly
Location: 1070 Main, Suite 304, Pawtucket, RI*
**While some things can be done remotely, we'd like the majority of the work to be conducted out of our office. The contractor will be provided with desk space.*

Questions Deadline: November 22nd, 2019 Noon ET

Questions Portal: Online ONLY - <http://sgiz.mobi/s3/Communication-RFQ-Questions>

Submittal Deadline: November 27th, 2019 by 11:59 PM ET

Submittal Portal: Online ONLY - <http://sgiz.mobi/s3/Communication-RFQ>

Overview:

The Rhode Island Coalition for the Homeless is releasing this Request for Qualifications (RFQ) to locate a qualified communications contractor to help us design and implement a communications strategy related to our "Pay for Success" (PFS) social impact bond.

This work will take place from now until the end of the legislative session in the summer of 2020. Work will include developing content for traditional and social media related to this initiative and the great work of ending homelessness in our state. The majority of the work this contractor will perform will be communications related, but as we move closer to the end of the legislative session, the contractor will provide some logistical support with community organizing and advocacy events.

We anticipate that the workload will be roughly 25-35 hours a week. Work will be done under the supervision of the Executive Director of the Coalition and in partnership with our Policy Analyst, Kristina Contreras Fox.

Background:

The Rhode Island Coalition for the Homeless is a statewide systems and advocacy not-for-profit whose mission is ending homelessness in Rhode Island. We are currently working on an initiative to promote a Social Impact Bond (the first in Rhode Island) that would ultimately house 125 persons who are experiencing homelessness and are also high utilizers of the health care and correctional systems. More information on Pay for Success can be found in the attachments to this RFQ.



Rhode Island Coalition
for the Homeless

Budget:

As this is a Request for Qualifications for a professional contractor, we ask that contractors share their hourly rate, which would be inclusive of all of their costs to perform their work based on that 60 minute time period. Contractors will be reimbursed separately if they purchase materials that are not associated with their professional services (e.g. printed materials for outreach event). Mileage should be included in the contractor's hourly rate and its not anticipated that there will be much in-state travel associated with this project. There will be no out of state travel.

We guarantee a minimum of 25 hours of work per week, with the exceptions listed below. Ultimately, a contract between the Coalition and the selected contractor will be executed, spelling out all requirements and requisitions, including termination protocols if the Coalition isn't satisfactory with the contractor's work, including times where more work is needed. Lastly, no work anticipated to be needed December 22, 2019 - January 3, 2020 (Holidays).

Contractors can invoice the Coalition as often as biweekly, but no less than monthly for services rendered.

Evaluation of Qualifications:

Submissions will be evaluated by Coalition staff for experience, qualifications, recommended approach, and capacity.

The successful respondent will be selected based on the following criteria:

- Contractor qualifications and experience
- Hourly Rate
- Understanding of and ability to meet outlined goals and objectives
- Documented prior experience handling projects of similar scope and size
- Demonstrated ability to meet deadlines
- References

Questions Related to this RFQ:

All questions concerning this RFP must be submitted in writing online via this link - <http://sgiz.mobi/s3/Communication-RFQ-Questions>. Questions must be submitted no later than Noon ET on November 22nd, 2019. Questions submitted any other way will not be answered.

Responses will be sent and posted in the Open Procurements section of our website (<https://www.rihomeless.org/open-procurements>). No questions will be accepted/responded to after the deadline. No phone calls please.



Rhode Island Coalition
for the Homeless

Interviews/Presentations:

Interviews will be scheduled as part of the review and selection process. Only a select number of the respondents will be asked to participate in interviews. Interviews will be scheduled the week of December 2nd and beyond, after respondents have been notified of selection.

Proposal Format:

Please submit a proposal that includes the following:

- Contact information and Tax ID
- Rate and cost information
- Summary of qualifications
- Brief summary of how you might approach this work, to show a demonstration of understanding of project (no more than a page)
- Descriptions, sample materials, and outcomes from previous related projects
- Contact information for at least three references of former communications clients

The Coalition will undertake a review of your firm to check that you aren't debarred or otherwise prohibited from doing business under a federal grant.

Scope of Work:

Communications Tasks

- Developing and implementing a communications calendar and strategy through June 2020.
- Writing press releases regularly, with goal of coverage on a weekly basis (local and state papers).
- Writing copy for outreach materials, including emails, website, flyers, and other communications tools.
- Managing media events, including logistics, outreach, messaging and follow-up.
- Developing social media posts on all three platforms (Facebook, Twitter, and Instagram).
- Creating simple graphics and images to associate with posts or media (can be done via Canva or other simple drag/drop software).
- Coordinating other vendors related to communications (i.e. video production, advertisements, etc.)
- Interviewing, recording, and collecting releases for stories of those impacted by homelessness with the purpose of sharing in communications materials.



Rhode Island Coalition for the Homeless

- Creating and maintaining a “story bank” of constituent and service provider stories to be used for communications work, which includes collecting interviews, releases, and photos if applicable.
- Coordinating with our data analysis team to ensure that data regarding homelessness and PFS is posted in media and the website. Note that the contractor won’t need to create the data dashboards, just provide input and ensure materials are posted and promoted.
- Measure success of communications work and report back to Coalition Team.

Community Organizing Tasks

- Supporting with the implementation of the Community Organizing Plan (drafted by and directed by Coalition staff).
- Assist with identifying, recruiting, and training of volunteers.
- Contribute to strategic visioning and planning of advocacy work
- Assist with the development of materials (Phone Bank Party Kit, Information Table Kit, PFS Dinner Party Kit, etc.)
- Logistical planning and support for events related to PFS.

Skills and Experience

The ideal contractor will have the following desired expertise and experience:

- Demonstrated expertise in the education of the public on social issues and ability to affect public opinion with communications work.
- Experience with developing marketing materials that are pleasing to the eye and engaging to the audience,
- History of cultivation and leveraging partnerships with multiple diverse organizations and partners.
- Demonstrated expertise in the development of engaging content on social media platforms (Twitter, Instagram, and Facebook).
- Demonstrated experience crafting branded outreach and advertising materials for a diverse, multicultural, multilingual audience (translation services to be provided by the Coalition).
- Experience providing strategic communications planning for nonprofits and public agencies.
- Experience in branding and positioning clients as leaders in advocacy, systems change, collaboration and public policy.
- Experience in carrying out media planning and buying on behalf of clients.
- Experience managing media events.
- History of public relations experience coalition-building with organizations to jointly advance public education efforts, and partnership building among client staff and stakeholders.



Rhode Island Coalition
for the Homeless

- Skilled in crisis communication, planning, and messaging.
- Strong evaluator, able to assess the effectiveness and reach of public education and social marketing campaign(s).
- Extremely effective writer, with ability to take complex problems and distill to be engaging and relatable for audiences.