

Request For Proposal

First Children's Finance

Multi-media Marketing & Awareness Campaign for the State of Oregon

Updated March 18, 2024

For questions regarding this RFP, please contact:

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or

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Organizational Background

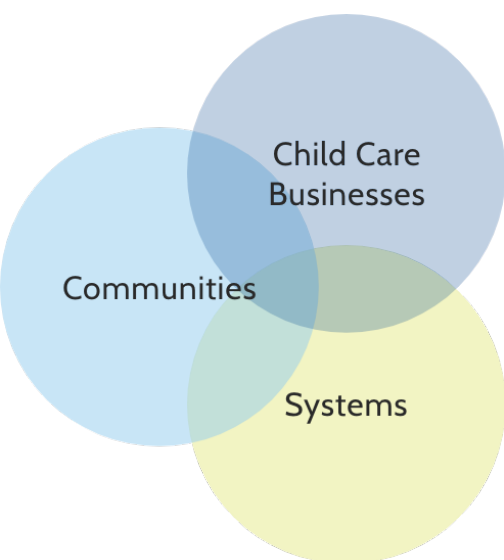
Founded in 1991, First Children’s Finance (FCF) is a nonprofit organization that addresses the business and finance needs of child care in three different ways:

- Building the financial sustainability of child care entrepreneurs.
- Partnering with communities to preserve and grow their child care supply, and
- Influencing state and federal systems to provide support and investments needed to sustain child care businesses.

First Children’s Finance is a national nonprofit organization and Community Development Financial Institution (CDFI) that provides loans and business development assistance to child care businesses serving low- and moderate-income families.

FCF provides a variety of programs and services to child care business entrepreneurs as well as communities including:

- Business Development Trainings & Workshops
- Programs:
 - Child Care Business Cohorts
 - Business Consulting
 - Community Conversations



Our theory of change is a visual map of our understanding of the need for support and financing for child care businesses. First Children’s Finance partners with child care entrepreneurs, with communities to develop local solutions, and with states to create systems that improve sustainability. Our organization is unique in its exclusive focus on growing a sustainable child care supply – that benefits families, children, workers, employers, communities, and economies.

FCF recognizes child care business owners – predominantly women of color – as skilled entrepreneurs fueling a \$99 billion industry. Strengthening and investing in this workforce sector can significantly narrow racial wealth and income gaps, while giving all children a healthy start.

FCF is headquartered in Minneapolis, MN, and has approximately 80 team members.

It has state offices in Minnesota, Iowa, Michigan, and Vermont and provides lending and consultation opportunities in several others, including Oregon. At any given time, FCF is also serving 10 or more Tribes that are sovereign nations located within the current boundaries of the United States.

For more information, visit:

www.firstchildrensfinance.org

Scope of Work

FCF is in the process of:

1. Signing a contract with the Oregon Department of Early Learning and Care (DELIC) to provide consulting and technical assistance to child care providers/entrepreneurs applying for funding through HB 3005 (the Child Care Infrastructure Fund). This fund provides grants for child care providers for capital improvements to child care facilities. Business Oregon has authority to administer CCIF grants to providers. The goal of these funds is to increase availability of child care slots through improved facilities for child care programs. DELIC is responsible for contracting with one or more non-profit entity to develop and provide technical assistance for child care providers, in support of CCIF and successful business practices to support program viability.
2. Hiring Oregon-based staff and establishing a state office in Oregon to assist in this work and to establish a permanent presence in the state. (This will be FCF's fifth state office; its 2030 vision has a goal of 10 state offices by that time.)

Communications/Marketing Scope

1. Statewide launch and awareness campaign focused on FCF's presence in the state and the assistance that it can provide to entrepreneurs.
 - a. Priority is general outreach to Oregon child care providers/entrepreneurs informing them of our current services and programs.
 - b. Creation of collateral/advertising/web/social media resources
2. Materials must be translatable across several languages (translation does not need to be arranged by agency, but deliverables must be created using translated text) and collaboration with external agency is expected.
3. Campaign management and reporting

Timeline

Service Timeline

Programs and services are currently active in Oregon; this work is focused on promoting FCF throughout the state by creating general brand awareness with target audiences; launching of its new Oregon state offices; advertisement and promotion of FCF's new and existing programs and services to the state; and lastly assistance programs to child care providers with applying for state grant opportunities.

Project is set to run through **June 30, 2025. This includes all deliverables and reporting.**

Proposals must be received by **April 12**, with selection of agency and start of work to follow soon after.

Proposal Requirements

1. Background including capability, history, mission.
2. Examples of similar work with nonprofit organizations and/or work with clients of similar size and purpose as our organization.
3. Background of potential team to be assigned to this project.
4. **Specifications:** Describe your company's basic approach to developing multi-media marketing and advertising campaigning services. (This may include Communications; Research + Discovery; Creative Development Process; Campaign Monitoring, etc.).
5. **Overview of Recommended Marketing Strategy:** General Scope of Work including specific deliverables including but not limited to:
 - a. Marketing Strategy/Solutions (traditional/print/digital/social, etc.)
 - b. Support with Public Relations and Local Media Outreach
6. **Timeline:** Indicate the expected timing for the initial launch, development, and completion of the multi-media and advertising campaign.
7. **Cost:** Provide detailed information regarding the cost to the Coalition for your multi-media Marketing and Advertising Campaign Services according to the service timeline.
8. Provide a list of a minimum of three clients we may contact.
9. Include any additional information not already requested that you consider essential to your response.
10. **Work Samples**

Working Budget

The “not to exceed” budget for the Marketing and Awareness campaign is estimated at \$150,000-\$175,000 over the life of the campaign. This would include potential media buys and any non-profit pricing incentives.

Contact

Questions/submissions can be directed to:

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