

Request for Proposals

To provide communications and marketing services for the Blaine County Education Foundation

Background: The BCEF is seeking a consultant to work closely with the Executive Director and board members to provide professional communications and graphic design services to ensure a message consistent with the mission of BCEF. The communications materials will serve a variety of purposes informing and educating the public about BCEF programs and helping us raise funding.

The mission of the BCEF is to focus community resources and raise funds for the Blaine Country School District students, promoting academic excellence, equitable education and a healthy and sustainable student environment. Although the BCEF has been around for 26 years, in 2018 we have been working toward revamping our vision, governance, marketing and fundraising in order to grow our organization and the impact we have on students in the community. We held a board retreat for this purpose and are now in a position to move forward with marketing, communications and fundraising.

Scope of work and deliverables: Communications and graphic design projects may include, but not be limited to:

- Identity development / logo
- Quarterly newsletter
- Annual reports
- Brochures, flyers, signs, advertisements
- Online and print communications
- Website design, updates and/or maintenance
- Social media marketing and communications
- Search engine optimization
- Analytics and monitoring

Project Goals: Brand recognition and increased awareness resulting in increased donor revenues and increased involvement of target audiences

Target audience: BCEF seeks to raise awareness among the community of Blaine County, and in particular the following populations:

- Blaine County School District (BCSD) teachers, staff and administration
- Parents and family of students in the BCSD
- Community organizations, particularly those who work with children
- Community members who are passionate about education
- Potential donors

Timeline: Please submit proposal to BCEF by mail or email by July 30, 2018. Announcement of selected firm will be made by August 23, 2018.

Principal point of contact:

Kristy Heitzman, Executive Director
Email: kheitzman@blaineschools.org
Phone number: 208-720-9473

Format: Consultant's proposal should adhere to the following:

- A. Include a 1-page Executive Summary highlighting the key elements of the proposal.
- B. Include at least 2 examples of previous work such as an annual report, website, pamphlet, logo or brochure.
- C. Provide at least 3 references from organizations for whom the Consultant has performed work in the last 3 years.
- D. Include a section on time expectations that will be needed of Executive Director of BCEF.
- E. Include how frequently Consultant will report to Board of Directors of BCEF.
- F. Include hourly rates and fees relevant to non-profit organizations.