



Request for Proposal | Full-Service Marketing Partner

Response Due Date

November 28, 2023

Introduction

The Indiana Afterschool Network (IAN) is seeking to contract with a full-service marketing partner organization to create and support three distinct campaigns in 2024.

IAN Background

IAN is a statewide intermediary organization dedicated to advancing learning opportunities outside of the traditional school day, so that all Indiana youth can grow into healthy, thriving adults. IAN serves thousands of out-of-school time (OST) programs across the state, providing them with resources, quality standards, and training to strengthen and sustain their programming. We aim to set the bar on what it means to be a great provider, and we strive to help programs reach it, because better programs ultimately mean better outcomes for kids.

Project Overview

IAN is seeking to contract a qualified marketing partner to design and execute three distinct marketing campaigns in 2024.

- **Out-of-School Time Awareness Campaign** – The primary objectives of this campaign are to increase public awareness of the benefits of out-of-school time programming, to encourage families to actively engage with out-of-school time learning opportunities in their local communities, and to foster a statewide culture of support for out-of-school time education.
- **IAN Membership Campaign** – The objectives of this campaign are to publicize IAN’s newly-created membership model to out-of-school time providers across the state, to clearly state its benefits to provider organizations, and to encourage them to engage with us as members both individually and organizationally. The tentative launch date for the membership will be Spring-Summer of 2024.
- **Child Care and Development Fund (CCDF) Eligibility Campaign** – This campaign will focus on increasing the supply of CCDF-eligible school-age OST programs, addressing the gap between demand and availability. Through mini-grants and strategic outreach, we hope to increase the



number of programs accepting subsidy, boost overall program capacity and youth participation, and foster sustainability for out-of-school time programs. Our mini-grants will tentatively launch in February of 2024.

The marketing partner will work collaboratively with IAN to elicit full requirements for these campaigns, lead the creation of creative collateral, and execute the campaigns using applicable channels for various audiences.

Project Scope

The selected marketing partner will work collaboratively with IAN to:

- Clearly define measurable goals that align with IAN’s overall organizational objectives.
- Identify and document applicable audiences the campaigns aim to reach.
- Develop core messages that communicate the main ideas of each campaign.
- Create creative concepts that will be used to convey the messages and capture audience attention.
- Select applicable communication channels and platforms where the campaigns will be executed.
- Create compelling and relevant content – copy, visuals, and/or other multimedia elements – to support each campaign.
- Ensure that all campaign materials align with IAN’s branding guidelines and maintain and consistent tone and visual identity.
- Implement each campaign across various channels to applicable audiences.
- Establish and measure KPIs – including click-through rates, views, impressions, etc. – and report on them iteratively.
- Assess the overall success of the campaign, including lessons learned and areas for improvement, after they have concluded.

Budget

- \$65,000

Submission Requirements

Please provide one PDF document, presenting the following requirements:

- Proposal contact name, email, and phone.
- Qualifications, including relevant knowledge and experience that illustrate how you have been successful with a project of similar scope and scale, and relevant work samples or overviews of similar projects.



- Plan of work to address the scope of this project and provide the deliverables listed above in the required timeframe.
- Project timeline for both campaigns, starting with a project kick-off, including the design of core messages and creative elements, the administration of the campaigns, and closing with campaign analysis and evaluation.
- Any expected challenges and how they will be addressed or minimized to achieve project objectives.

Submissions should not be longer than 10 pages. Submissions should be sent to IAN@IndianaAfterschool.org by November 28, 2023.

Non-Discrimination Statement

IAN uses an open Request for Proposal (RFP) system when seeking to contract with partnering organizations. IAN does not and shall not discriminate on the basis of race, color, creed, ancestry, national origin, citizenship, sex or gender (including pregnancy, childbirth, and pregnancy-related conditions), gender identity or expression (including transgender status), sexual orientation (including actual or perceived heterosexuality, homosexuality, bisexuality, and asexuality), marital status, religion, age, disability, genetic information, service in the military, familial status, or any other characteristic protected by applicable federal, state, or local laws and ordinances.

Virtual Office Hours Session

IAN will host a Virtual Office Hours Session to answer any questions you may have that you would prefer to ask “in-person” or to discuss further. Derrick Carnes, IAN’s Director of Communications, will be available in an open Zoom room for the duration of the session, and we encourage interested parties to drop in at any time to learn more about the project and ask any questions they may have.

- November 20, 2023 @ 11:00 AM ET | [Click here to register](#)

Questions & Contact

Derrick Carnes, *Director of Communications*
dcarnes@indianaafterschool.org

RFP Timeline

- RFP Launch: November 10, 2023
- Virtual Office Hours: November 20, 2023 @ 11:00 AM ET ([Link to register](#))
- Proposals Due: November 28, 2023



- Interviews with Finalist Candidates: December 11-15, 2023
- Project Partner to be Selected: December 18, 2023
- Project Kick-Off: January 2024

IAN Info

- Website: www.indianaafterschool.org
- Facebook: www.facebook.com/INafterschool
- Twitter: www.twitter.com/INafterschool