INVITATION TO BID

Newcap, Inc. is seeking proposals from consultants/firms for marketing/social media management.

Newcap, Inc.’s Mission Statement is as follows:

## Newcap, Inc., a private, non-profit Community Action Agency in Northern and Northeastern Wisconsin, our mission for over 5o years has been to move people from poverty to opportunities and economic security and improve communities

Newcap, Inc.’s Vision is as follows:

Newcap, Inc. envisions a community where individuals and families have the opportunities and resources to live with dignity, achieve their fullest potential, maintain long-term independence, and become economically stable.

Newcap Inc.’s does not have an in-house marketing department, therefore we need all of our social media channels managed, social media content created, our website content updated, graphics created within our templates and established graphic identity, assist with creation and then management of our marketing & communications plan, press releases.

# Social Media Goals

1. **Raise awareness** of Newcap and the value of investing in housing and other programs Success metric: more support and recognition, increase volunteers, increased individual/corporate giving
2. **Increase traffic at social media channels, to/from website and to organization programs as donations, volunteers and clients**
3. **Increase Engagement at social media channels**
4. **Continue Growth in followers**
5. **Increase in engagements**
6. **Conversion rate improvement**

# Project Timeline

This is will an annual plan of work/agreement with the ability to be renewed annually for up to three years before re-bid.

# Scope of Work

* **Posting Schedule:** 3-5 Facebook posts per day; 2-5 Twitter posts per day; Regular engagement on Instagram and LINKEDIN Group; Update website as needed
* **Content Creation and Curation:** Creating social media content and calendar, taking photographs, videos and keeping a pulse on industry news. Work with staff to understand programs as they come on-line and develop to create appropriate content
* **Creation of marketing pieces, Updates of our current pieces as needed.** Working with printers for pricing, ordering and delivery.
* **Brand Keyword or Hashtag Monitoring:** Keyword and hashtags creation and monitoring
* **Analytics and Reporting:** Monthly analytics and tracking to be reported

**INFORMATION REQUIRED WITH PROPOSAL**

Bidder's response must include the following information in the same order and format sequence:

* Cover Sheet
* References
* Cost sheet of estimated costs with estimated completion time
* Written description of the anticipated process approach of the project based on this document
* Prior experience and qualifications
* Proof of work for similar organization/agency.

**QUALIFICATION AND EXPERIENCE**

The qualified consultant must satisfy the following requirements:

* Experience in providing a client focused and high-value social media & marketing
* Familiarity with Community Action and Newcap, demographics, human services, and the community development industry; and

|  |  |
| --- | --- |
| **TIMELINE** |  |
| E-mail bids out: | October 28, 2019 |
| Deadline for bids to be submitted to Newcap: | November 15, 2019, 4 p.m. |
| Bid awarded: | On or before December 13, 2019 |
| Project completion: | Annual renewable for up to three years |

Deadline: By 4:00 p.m. on Friday, November 15, 2019

E-Mail to: Cheryl Detrick, President/C.E.O.

cheryldetrick@newcap.org

Subject: Marketing & Social Media Services Proposal