



CASA

COURT APPOINTED SPECIAL ADVOCATES

The Voice that Matters for Foster Youth

FRESNO & MADERA COUNTIES

**Marketing Agency
Request for Proposal**

March 21, 2022

Primary Contacts

Contact	Title	Phone	Email
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Table of Contents

Section 1: About [Insert Company Name]

- Company Background

Section 2: Objectives

- Objective Summary
- Scope of Work
- Schedule

Section 3: Criteria for Response

- Presentation / Proposal Requirements

Section 4: Terms and Conditions

Section 1: About CASA of Fresno & Madera Counties

Company Background

CASA of Fresno County was established in late 1996 with only one full-time staff member and a mere handful of volunteers. In 2006, CASA was granted the opportunity to serve the foster youth of Madera County as well.

Since our inception in 1996, CASA of Fresno and Madera Counties has served foster youth in our region with Judge Soukup's original goal in mind: to be a voice for our community's most at-risk children. This has been tirelessly executed with the help of dedicated men and women, from advocates to social workers, attorneys, foster parents, therapists, doctors, teachers, and the myriad of other individuals responsible for the care of our foster youth.

Today, CASA of Fresno and Madera Counties employs a full-time staff and is supporting and equipping more than 175 volunteer advocates as they annually serve 225 of the 2,500 abused and neglected children in foster care in Fresno and Madera Counties.

Section 2: Objectives

CASA is seeking the services of a qualified agency to assist in marketing the agency to potential donors, volunteers and event participants. This will be accomplished by:

- Creating an inclusive multimedia marketing strategy and plans for:
 - Mission events:
 - Chef Cook-Off
 - CASA Crab Feed
 - Volunteers
 - CASA Volunteers Advocates
- Developing a plan to enhance CASA's resource development efforts
- Website update of on a timely basis

Scope of Work:

- Strategy
 - Organizational Strategy
 - Brand Strategy
 - User experience
 - Marketing Strategy
- Brand Identity
 - Logo and Identity Design
 - Brand messaging/ Copywriting
 - Brand Photography
 - Videography
- Website Design
 - User Experience Design
 - Website Design
 - E-Commerce
 - Custom Web Applications
- Videography
 - Brand Videos
 - Social Media Videos
 - Commercials & Broadcast Media
 - YouTube Channel Creation and Management
- Marketing
 - SEO & Social Media
 - Email Marketing
 - Traditional Marketing
 - Content Marketing

Schedule:

Below is the schedule of our current time-lines. It is subject to change.

Project Milestones	Deadline
RFP Delivered to Agency	March 21, 2022
RFP Questions Period Ends	March 25, 2022
RFP Close Date (RFP must be returned no later than this date)	March 31, 2022
Proposal Review	April 1, 2022
Award Project to Agency	April 4, 2022

Section 3: Criteria for Response

Presentation Proposal Requirements:

With the goal of helping you focus your presentation, we ask that you include the following items in the proposal:

Agency Information:

Help us get to know you better.

- **Corporate Overview:** Including the number of full-time employees, number of contract employees, office location(s), and date founded.
 - Primary markets served
 - Number of customers served
 - Marketing services you offer as an agency
 - Marketing services that you currently sub-contract
 - Awards won over the past 3 years

Proposed Solution:

- Make sure to cover all items in the scope of work
- Identify areas of unique expertise
- Share 3 creative examples from prior work

References

- Minimum of 3 reference customers

Estimated Budget & Project Plan

- Provide a line-item breakdown of costs associated with the full program. Costs should include fixed pricing, variable pricing ranges, any billable hours, travel expenses, etc.
- All proposals must include a project workback schedule that includes:
 - Timelines
 - Key Milestones
 - Delivery Dates

Section 4: Terms and Conditions

This is an invitation for proposal only.

CASA of Fresno & Madera Counties shall not be obligated in any major to any vendor until a written agreement has been executed.

CASA of Fresno & Madera Counties shall not be liable for any costs associated with the preparation of presentation or proposal materials.

While sub-contracting any phase of the work may be considered, the vendor submitting the proposal must assume full responsibility of the end-to-end process. Vendor must disclose if they are using sub-contracted services as part of the proposal.

Any and all verbal discussions and responses are not binding on either party.

CASA of Fresno & Madera Counties may issue addenda during the proposal period by the designated official. All addenda become part of the RFP documents and responses must be submitted with the proposal. It is the responsibility of the vendor to establish whether or not CASA of Fresno & Madera Counties has issued any addenda.