



United Way of Eastern Maine

Marketing & Communications Promotional Materials Design and Video Production Request for Proposals (RFP)

Overview: United Way of Eastern Maine (UWEM) is a 501c3 nonprofit organization that was established in 1937 with a mission to improve lives by mobilizing the caring power of people and communities in Eastern Maine. UWEM is independent and locally run, but is an affiliate of United Way Worldwide.

Over the years, UWEM has earned a reputation as a connector and convener – providing leadership for collaborative initiatives, supporting volunteerism, and bringing together human, financial and strategic resources to collectively impact the root cause of our area’s most pressing needs. UWEM funded partner agencies and UWEM lead initiatives impact the lives of one in four people in our five-county service area: Hancock, Penobscot, Piscataquis, Waldo and Washington Counties each year.

To support this work, United Way runs an annual campaign in workplaces, with individual donors and foundations that raised \$1.6 million in 2020. UWEM is the largest private funder of health and human service agencies in our community. The need continues to grow with over \$3M in funding requests coming in during our last funding round. UWEM is focused on increasing campaign results and diversifying our funding base in order to meet the growing need.

We aim to fulfill eight main goals:

- Exceed our fundraising campaign goals and fund even more programs and services.
- Increase awareness of UWEM.
- Increase current donor engagement and involvement with the work of UWEM.
- Develop and maintain relationships outside the structure of the workplace.
- Encourage volunteer and advocacy commitment, especially in Penobscot County, where over 80% of the funds are raised.
- Attract new contributors, volunteers and advocates.
- Increase market share, especially by finding new worksites and donors.
- Diversify our funding base.

Work plan: UWEM is seeking the services of a professional marketing firm or contractor to support the following two activities. **A firm or contractor may bid for one or both of the activities. If bidding on both please separate costs for each section.**

1. Design promotional materials for the annual campaign; production expected to be completed by early August. This includes an annual theme and rebranding of materials in keeping with United Way Worldwide's Brand Guidelines which will be provided. This year's theme is "Hopeful".
 - Pledge Card
 - Incentive Forms
 - Appeal / Thank You Posters
 - Leader Circle Booklet (16 – 22 pages)
 - Report to the Community (6 pages)
 - Other possible items: Thank you cards, envelopes, BDN ad, event invitations
 - Some photography will be required to help us tell our story

Samples of current material are available on our website:

<https://www.unitedwayem.org/what-we-do/campaigncentral/campaign-materials/>

2. Campaign video and vignettes; production expected to be completed by early August.
 - Conceptualize, film, edit, and produce a 2 to 3 minutes campaign video showing the work that United Way and our partners do in the community
 - The film will be shown hundreds of times at workplaces around our community and should elicit a feeling of pride as well as an urgency to give and support the United Way.
 - Conceptualize, film, edit and produce three 2 to 3 minute vignettes showing the work of our funded partners and the clients that they serve. These will supplement our campaign video.

Samples of current videos are available on our YouTube channel:

<https://www.youtube.com/channel/UCHWXXvKX0vyVeStfvTkJQ>

Timeframe: UWEM is looking for a three year contract with the option to extend to five years based on exceptional performance.

Response: To respond to this RFP, please respond to the attached list of questions. *Note: UWEM has separate budget lines to support printing costs, postage and events so you do not need to consider those items in your proposal.*

When considering your bid, please keep in mind UWEM is a nonprofit organization with a limited budget. If there is a pro bono aspect of your design work, we are willing to provide credit on the final piece and through other recognition avenues as negotiated. UWEM materials are distributed to 140 plus businesses and thousands of individuals across Eastern Maine.

Deadline for Response: 4:30 PM Friday April, 30th or earlier. All submissions should be sent electronically.

Commented [OK1]: is it helpful to state when these videos are required to be completed--in line with the how the "early August" deadline is noted in part 1?

Commented [JM2R1]: Absolutely!

Your RFP response should include:

- A brief description of your qualifications
- Relevant experience
- Proposed approach to the requested work with time frames
- Specific work plan and corresponding budget for your services

It should also answer the following questions:

1. How many current clients do you have?
2. How many of those clients are nonprofits?
3. How many years have you been in business?
4. What is your team make up and what resources on your team would be assigned to this project?
5. Do you have outside partners?
6. What do you or your firm specialize in?
7. Are you able to provide local photography or do photoshoots as needed? We tend to rely on a mix of stock and local photography in our materials.
8. Do you normally work with the client to develop a theme for the materials or do you need them to develop that?
9. Are you bidding all or part of the contract? (Just design, just video, or both)
10. Sometimes we have additional projects that need to be completed outside of our normal contract. Are you able to take on additional work and if so what's your hourly rate?
11. At the end of our contract do we own the design assets?

It should also include the following:

- Design/video portfolio
- A list of references

Timeline: After a review of proposals by staff and volunteers, finalist will be invited for an in person/virtual presentation. The new contract would begin on July 1, 2021. **Responses can be submitted or questions can be addressed via email to:** |

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Commented [JR3]: How or when do we want to request samples of work?