

# REQUEST FOR PROPOSALS

## **LBCAP-SMM-21**

### SOCIAL MEDIA/MARKETING

### SERVICES FOR

### LONG BEACH

### COMMUNITY ACTION PARTNERSHIP

### 2021

Prepared By:

Long Beach Community Action Partnership

Office of the Executive Director

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[msemense@lbcap.org](mailto:msemense@lbcap.org)

## I. PROPOSAL

### Definitions:

**"LBCAP"** or **"Agency"** is Long Beach Community Action Partnership, a California nonprofit corporation.

**"Bidder"** an individual or business submitting a proposal to LBCAP.

### PURPOSE OF PROPOSAL:

LBCAP is seeking proposals from qualified bidders to provide social media/marketing services to the Agency. The agency has an in-house points of contact for social media and marketing, but seeks professional assistance to help develop a foundation of materials that can be used by the Agency for consistent engagement with the community. It is also anticipated that there will be a need for services on an ongoing basis, as LBCAP pursues campaigns and special projects.

LBCAP will accept and evaluate proposals on an ongoing basis. When a need arises for professional assistance to implement a project or campaign, the Agency will select from current proposals on file and negotiate a contract price with a bidder whose services will meet the Agency's needs. LBCAP reserves the right to reject any or all proposals, to waive informalities in the proposal process, or to accept any proposal considered most advantageous to LBCAP.

**ACTION REQUIRED:** You are invited to review and respond to the Request For Proposals. For questions on this RFP or to submit a proposal please contact LBCAP:

Long Beach Community Action Partnership

Marisa Semense, Executive Director

117 West Victoria Street

Long Beach, CA 90805

TEL: (562) 216-4612

FAX: (562) 592-4612

Email: [msemense@lbcap.org](mailto:msemense@lbcap.org)

## II. OVERVIEW

Long Beach Community Action Partnership (LBCAP) was founded in 1979 as a 501(c)(3) nonprofit community benefit organization. LBCAP is one of 1,100 Community Action Agencies in the United States, established under the Federal Economic Opportunity Act of 1964 to fight America's War on Poverty. The Agency was designated by the City of Long Beach in 1981 as its Community Action Agency, empowered to investigate, ameliorate and eliminate causes and conditions of poverty in the city.

The Agency provides a wide variety of no cost services to residents living in low-income households in Long Beach and Eastern Los Angeles County who have experienced educational, social, or economic barriers to self-sustainability. Current programs include arts-focused leadership training for youth; energy-saving programs for households experiencing an energy burden; operating the public access television station for the City of Long Beach; providing free income tax preparation services to low and moderate-income households; and investing in community programs which improve the lives of local residents living in low-income households.

LBCAP seeks to engage with local residents to build brand awareness; inform on issues of poverty in the region; celebrate the successes of the agency; provide timely information about LBCAP programs and services; and solicit donations to support Agency programs and services. We seek to first build a foundation for our social media/marketing efforts that can then be used by in-house staff to publish regular content. From time to time, we will seek professional assistance for the development of marketing materials for special projects and campaigns.

### III. SCOPE OF WORK

Bidders may propose pricing for one or more of the following deliverables:

1. Social Media Style Guide – development for in-house staff to use when creating content for the Agency (one-time service)
2. Social Media Marketing Calendar Template – development for in-house use to plan publication of content across multiple platforms (one-time service)
3. Social Media Marketing Training – training of one or more LBCAP staff on the use of the Style Guide and Calendar Template for the creation and publication of content; should also cover core concepts of social media marketing, metrics of success, best practices, and content creation exercises (periodic service for 1-5 staff, to be held in LBCAP's computer lab)
4. Marketing Material Development – development of collateral material for a particular topic, project or campaign that can be adapted for social media and fundraising purposes (periodic service)
5. Marketing Toolkit – templates of letters, scripts, images, logos and other materials which can be used by LBCAP's Board, staff and stakeholders for public engagement and community fundraising

#### IV. EVALUATION OF PROPOSALS

LBCAP plans to evaluate proposals based on the criteria listed below.

1. **Response Form:** Please complete all fields in the Form as requested. LBCAP will not be responsible for any change in this information unless notification in writing is received.
2. **Profile:** Provide a description of your or your firm's relevant work history in social media/marketing.
3. **Project Staffing:** Please provide a brief introduction to key staff who will be providing services.
4. **Price Sheet:** Please provide a price sheet for one or more of the elements listed in Section III.
5. **References (included in Response Form):** Provide the names and contact persons of at least three clients where similar work has been provided as contained in this RFP.
6. **Work Samples:** For each client reference provided, please include a sample of the work product produced for the client.

## **V. SUBMISSION REQUIREMENTS**

1. Submission text must be prepared using Arial, Century Gothic, Times New Roman or Helvetica font, sized 12 points or larger.
2. Use a margin of no less than 1" on all four sides.
3. Be sure that the bidder's name is provided at the top of every page of the proposal.
4. Proposals must be submitted in Portable Document Format (PDF), Acrobat version 5.0 or later.
5. Each submission should consist of two PDFs: the Response Form (a fill-in form provided by the Agency), and the proposal.
6. The file size of the proposal should be no more than 20 MB.
7. Submissions must be emailed to [msemense@lbcap.org](mailto:msemense@lbcap.org) with the Subject Line **LBCAP-SMM-21**.

## **VI. PAYMENT AND SUBMISSION OF INVOICES**

1. Payment for work performed will not exceed the agreed upon amount, unless additional payments are agreed upon in advance and in writing, signed by both parties.
2. Payment will be made to the contracted bidder based on invoices submitted. Invoices may not be accepted on more frequent intervals than once per month. The Agency should receive the invoice for services rendered the calendar month prior no later than the 10<sup>th</sup> calendar day of each month.
3. The Agency will pay all approved invoices submitted within thirty (30) days of receipt.

## **VII. RIGHTS**

LBCAP reserves the right to reject any and all proposals, in whole or in part, as well as the right to issue similar RFPs in the future. This RFP is in no way an agreement or obligation and in no way is LBCAP responsible for the cost of preparing the responsive proposal. One copy of a submitted proposal will be retained for official files and may later become a public record.

## **VIII. AWARD**

Contracts will periodically be negotiated and executed with responsible and responsive bidders whose proposal meets the requirements of the Request For Proposals and offers the best value to LBCAP.

# LONG BEACH COMMUNITY ACTION PARTNERSHIP

## Request For Proposals Social Media / Marketing Services

### Response Form

<b>BIDDER NAME</b>		<b>BIDDER'S EMPLOYER ID NUMBER (EIN)</b>	
<b>CONTACT NAME</b>			
<b>CONTACT PHONE NUMBER</b>			
<b>CONTACT EMAIL ADDRESS</b>			
<b>CONTACT MAILING ADDRESS</b>			
<b>Reference Name</b>	<b>Company</b>	<b>Phone Number</b>	<b>Service Provided</b>
<b>Reference Name</b>	<b>Company</b>	<b>Phone Number</b>	<b>Service Provided</b>
<b>Reference Name</b>	<b>Company</b>	<b>Phone Number</b>	<b>Service Provided</b>
<b>Material Litigation</b>		<b>Federal Debarment</b>	
Please indicate if the company or its principals are currently involved, or have been involved within the last three years, in any of the following actions:  <input type="checkbox"/> Material Litigation  <input type="checkbox"/> Arbitration  <input type="checkbox"/> Bankruptcy		Your signature below certifies that your company, and its principals, have not been debarred; suspended; proposed for debarment; declared ineligible; are not in the process of being debarred; or are voluntarily excluded from conducting business with a federal department or agency of the federal government. This status will be confirmed with the Federal System for Award Management.	
<b>BY MY SIGNATURE, I HEREBY CERTIFY THAT I HAVE READ AND UNDERSTAND THE RFP INSTRUCTIONS AND AGREE TO THE TERMS DEFINED WITHIN.</b>			
Signature:		Date:	