



REQUEST FOR PROPOSALS (RFP)

MARKETING/COMMUNICATIONS CAMPAIGN FOR THE DOUBLE SNAP DOLLARS PROGRAM

ISSUED JANUARY 4, 2016

PROJECT OVERVIEW

The Community Food and Agriculture Coalition (CFAC), a multi-stakeholder food policy coalition in Missoula, Montana, is accepting proposals to develop a marketing/communications campaign for the Double SNAP Dollars (DSD) program. The DSD program provides a dollar-for-dollar match when Supplemental Nutrition Assistance Program (SNAP) benefits, also known as food stamps, are used to buy local fruits and vegetables at participating locations throughout Western Montana. The marketing campaign is meant to generate greater awareness of and participation in the DSD program. The project involves conducting market research, developing a campaign strategy, and designing relevant marketing materials. It is important that the campaign strategy is directly informed by SNAP users and low-income community members. The marketing firm will work closely with CFAC's Food Access Program Manager and marketing committee throughout the process. Implementation date of the marketing campaign will ideally be May 2016.

This project is funded by the Community Food Projects (CFP) USDA grant. We are seeking proposals from a marketing firm to lead the development of this marketing and communications campaign that addresses the scope outlined in this RFP.

ORGANIZATIONAL OVERVIEW

CFAC works to create a thriving local food system for Montana by pursuing solutions through collaboration, policy advocacy, and innovative projects. A core part of our organizational mission is to assure that everyone, regardless of social status or income, has equal access to nutritious and affordable foods. CFAC has worked towards this mission with our Electronic Benefit Transfer (EBT) program, which enables farmers' markets and community supported agriculture programs to accept SNAP, and is now expanding upon this work with the DSD program. This exciting new program directly addresses the needs of SNAP users by making healthy and local produce more affordable, while supporting local farmers, businesses and the economy. More information about the DSD Program can be found at:

www.missoulacfac.org/double-snap.html

CFAC'S MISSION AND VISION

CFAC envisions a future where houses, farms, and ranches thrive; people are well-fed and food secure; family farms are sustainable, successful, and supported within a community food system; and farmers and ranchers can access the land they need.

PROJECT SCOPE

- Conduct research on target audience (SNAP users). This phase should include a number of opportunities to gather input from a variety of low-income consumers, including the facilitation of at least one focus group
- Develop a brand for Double SNAP Dollars and train staff on its use
- Develop brand messaging and train staff on its use
- Develop a regional marketing campaign that provides consistent messaging and branding across all participating Double SNAP Dollars retailers
- Design relevant print collateral, per recommendations informed by market research
- Provide guidance on campaign implementation
- Provide input on a marketing how-to toolkit for Double SNAP Dollars retailers

REQUIRED DELIVERABLES

- Key messages
- Marketing/Communications Plan
- Print collateral and templates
- Logo or relevant images saved in EPS format
- Evaluation plan, including recommended metrics and how to collect them
- Staff training on brand and message use and campaign implementation

BUDGET

\$8,000, plus \$2,000 in printing costs. Applicant must be eligible to receive federal funds.

PROPOSAL REQUIREMENTS

Please submit proposal via email in a PDF format that includes the following:

- Description of your firm or business, including a summary of your firms' experience, short bios of staff committed to this project, and examples of similar work. References and contact information are appreciated
- Summary of your project approach for conducting market research and developing the marketing and communications campaign
- Proposed work schedule
- Estimated cost for all work related to tasks and deliverables

We are open to suggestions about ways to accomplish these plans and hope that you can be flexible as we navigate the marketing process. If the project budget limits your firm's ability to complete the full scope outlined above, please propose an alternate scope of work and provide an explanation of how the reduced scope will still result in an effective campaign.

RFP AND PROJECT TIMELINE

RFP released	January 4, 2016
Proposals due	February 8, 2016, 5pm MST
Expected hire date	February 19, 2016
Campaign launch	May 16, 2016

QUESTIONS AND PROPOSAL SUBMISSIONS

Questions may be directed to Kim Gilchrist, CFAC Food Access Program Manager and Project Lead, at (856) 912-1080 or kim@missoulacfac.org. Please submit proposals to kim@missoulacfac.org by 5:00 pm MST on Monday, February 8, 2016.