

2017

SENIOR SERVICE
AMERICA

SENIOR COMMUNITY
SERVICE EMPLOYMENT
PROGRAM (SCSEP)

Request for Proposal

Marketing Services



8403 Colesville Road, Suite 200 • Silver Spring, Maryland 20910 • 301 / 578-8900 • fax: 301-578-8947
www.seniorserviceamerica.org

Request for Proposal (RFP)

Overview and Timeline

Overview	
Program	Senior Community Service Employment Program (SCSEP)
Awarding agency	Senior Service America Inc. (SSAI)
Contact person for RFP	Barbara Bonhomme
Contract period	September 1, 2017 2017 – July 31, 2018
Proposal submission address and instructions	<p>Proposals may be submitted via email to bbonhomme@ssa-i.org by <u>4:00 p.m. EDT by August 21, 2017.</u></p> <p>Cover letters should be addressed to: Senior Service America, Inc. 8403 Colesville Road, Suite 1200 Silver Spring, MD 20910 ATTN: Gary A. Officer</p>
Required copies to be submitted	1 electronic copy of complete application package
RFP date of issuance	August 7, 2017

I. INTRODUCTION

Senior Service America, Inc., (SSAI) is soliciting a Request for Proposal (RFP) from qualified individuals and organizations to perform marketing/communication services. The successful Agency/Firm will have expertise in marketing and communications around non-profits, to assist SSAI in the development and execution of a marketing and communications strategy with respect to one of its federal grant programs involving workforce development in the aging community. The Agency/Firm shall assist in the planning, development, creation and execution of various marketing and advertising programs in support of the established goals of SSAI.

A. About Senior Service America, Inc.

Senior Service America, Inc. (SSAI) is committed to making it possible for low-income and other disadvantaged older adults to participate fully in determining their own future and the future of their communities.

For over 40 years, we have operated Senior Community Service Employment Program (SCSEP), our largest program. We also operate two other programs for older workers. Headquartered in Silver Spring, Md., near Washington, D.C., we are a 501(c)(3) non-profit organization. For more information on SSAI, please see our website at www.seniorserviceamerica.org.

B. Our Network of Local Subgrantees

Since the U.S. Department of Labor (DOL) awarded SSAI its first grant in 1968, we have operated the program exclusively through local subgrantees. Through our 65 subgrantees, over 7,200 disadvantaged seniors will serve their communities in 437 counties spread over 13 states.

We work with a diverse network of subgrantees, including:

- 21 area agencies on aging
- 11 regional councils of government
- Seven community action agencies
- Six workforce development agencies
- Five faith-based organizations
- Two Urban League agencies
- Two community colleges
- One independent Goodwill
- One local United Way

C. What We Believe

Programs like Social Security have greatly reduced—but not eliminated—poverty among our nation’s older adults. The majority of aging baby boomers are healthier, wealthier, and more educated than their parents’ generation. Yet the number of older adults 55 and older who are at or just above the federal poverty level is growing faster than the total older population. Reversing this trend will not be easy or quick.

We believe that low-income older adults can—and must—participate in efforts to reduce poverty. Too often, we overlook their knowledge, wisdom, and abilities, especially if they are women, have less education or fewer advantages, belong to a racial or language minority, or live in a rural community. Targeting opportunities and resources that enable low-income older adults to serve their community is a sound public investment that produces multiple returns.

As a national organization, we also believe that we can best achieve our mission by strengthening the capacity of local subgrantees through genuine, lasting partnerships. We make long-term investments in local organizations with proven track records and extensive networks in their communities. Nearly two-thirds of our partners have received funding from SSAI for 20 years or more. We rely on our network of local partners to know best what’s needed and what works in their counties, neighborhoods and municipalities.

We have deepened our commitment to these principles after four decades of working with over 100 local organizations that have enabled hundreds of thousands of low-income older adults to serve their community through SCSEP.

II. REQUEST FOR PROPOSAL

Senior Service America, Inc., (SSAI) is soliciting a Request for Proposal (RFP) from qualified individuals and organizations to perform marketing/communication services. The successful Agency/Firm will have expertise in marketing and communications around non-profits, to assist SSAI in the development and execution of a marketing and communications strategy with respect to its SCSEP grant. The Agency/Firm shall assist in the planning, development, creation and execution of various marketing and advertising programs in support of the established goals of SSAI and its SCSEP program, including advice on branding, and strengthening corporate engagement initiatives designed to advance SCSEP outcomes in the business community.

III. GENERAL SCOPE OF ANTICIPATED SERVICES

The Vendor, on behalf of the SSAI, shall be capable of:

- Providing strategic counsel on the design and implementation of a comprehensive marketing and communications strategy for Senior Service America Inc. in support of critical employment outcomes for SCSEP.
- Providing leadership on the design of marketing strategies that aligns key program

themes and activities with segmented audiences and stakeholders. Desired outcome: Advance critical SCSEP outcomes within the business community.

- Providing leadership and support on key corporate engagement initiatives with the desired outcome of driving partnership(s) support towards SCSEP.
- Providing, conducting and updating, a comprehensive environmental scan of the workforce development ecosystem to determine gaps and opportunities that will support key SCSEP outcomes.
- Advising SSAI on maintaining SCSEP brand consistency and make recommendations on brand advancement.
- Creating integrated marketing collateral designed to demonstrate the value of SCSEP, provide SCSEP name recognition and brand awareness of program services and solutions targeted to segmented audiences and stakeholders.
- Developing communications strategy, and designing and producing a variety of communications to promote SCSEP that may include, but are not limited to, print, web design, and social media; and design brochure copy and design signage, including banners and booth/exhibit backgrounds all targeted to segmented audiences and stakeholders.
- Other functions as assigned.

All activities within this Scope of Services are designed to advance critical workforce development outcomes under the Senior Community Service Employment Program (SCSEP).

VIII. CONTENT OF THE RESPONSE PACKAGE

Each response to this RFP shall include the information described in this section. Failure to include all of the elements specified may be cause for rejection. Additional information may be provided, but should be succinct and relevant to the goals of the RFP. However, descriptions that tend to be excessive, not “to the point” or too wordy may not be considered favorably. Document pages shall be 8 ½” x 11” in size or folded to such a size.

All submittals shall contain the following elements, and in the order given:

- **Firm Description.** A description of the firm, including the year the firm was established, type of organization (partnership, corporation, etc.).
- **Experience and Expertise.** Provide a summary of the firm’s experience as it relates to the required services. Respondents should clearly identify and address major areas of expertise (as identified in Scope of Services) for which they are responding and clearly demonstrates their expertise in said areas. Provide descriptions of previous projects that relate to the services required in this RFP.

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- **Methodology and Creative Abilities.** Provide a general methodology for accomplishing services you are capable of providing as described in Scope of Services.
 - **References.** List references, including current contact name and telephone number for at least three different relevant projects. Reference should be individuals who have direct experience with the Contractor on the project cited. References will be contacted for information relating to the preceding sections as well as reliability information.
 - **Price Schedules.** Provide a complete fee schedule for all services to be delivered including hourly rates for all proposed staff. The fee schedules provided in the response shall be the maximum rates to be charged during the effective period of the contract.

IX. SUBMISSION OF PROPOSAL IN RESPONSE TO THE RFP

A complete Request for Proposal application package must include all requested documents, transmitted electronically.

The application package must be submitted electronically to bbonhomme@ssa-i.org **no later than 4:00 p.m. EDT, August 21, 2017.** The cover letter should be addressed to:

Senior Service America, Inc.
8403 Colesville Road, Suite 1200
Silver Spring, MD 20910
ATTN: Gary A. Officer

A statement of receipt will be issued by email to all Applicants for applications received by the deadline.

X. SELECTION PROCESS

- a. RFPs will be reviewed by senior management for responsiveness and screened in accordance with the criteria listed above.
- b. SSAI reserves the right to make an award without further discussion of the submittal with the offeror(s). Therefore, the RFP should be submitted initially on the most favorable terms that the responding firm may propose.
- c. SSAI reserves the right to award a contract to the firm(s) who, in the sole judgment of SSAI provides the most favorable response(s) to the RFP.
- d. SSAI reserves the right to reject any or all RFPs, or to waive minor irregularities in said RFP(s), or to negotiate minor deviations with the successful firm(s).
- e. SSAI reserves the right to seek clarifying or additional information from Applicants.

XI. NOTICE OF AWARD

SSAI will announce the contract award **no later than August 28, 2017**. All Applicants will be notified of the award decision by email.

Thank you for your response to this RFP.

Gary A. Officer,
President and Executive Director