

2018

SENIOR SERVICE  
AMERICA

SENIOR COMMUNITY  
SERVICE EMPLOYMENT  
PROGRAM (SCSEP)

# Request for Proposal

## Communications and Event Planning Services



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# Request for Proposal (RFP)

## Overview and Timeline

<b>Overview</b>	
<b>Program</b>	<b>Senior Community Service Employment Program (SCSEP)</b>
Awarding agency	Senior Service America Inc. (SSAI)
Contact person for RFP	Barbara Bonhomme
Contract period	September 12 – December 15, 2018
Proposal submission address and instructions	<p>Proposals may be submitted via email to <a href="mailto:bbonhomme@ssa-i.org">bbonhomme@ssa-i.org</a> by <u>4:00 p.m. EDT</u> by September 7th, 2018.</p> <p>Cover letters should be addressed to:            Senior Service America, Inc.            8403 Colesville Road, Suite 200            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 31, 2018

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## I. INTRODUCTION

Senior Service America, Inc., (SSAI) is soliciting a Request for Proposal (RFP) from qualified individuals and organizations to perform services. The successful Agency/Firm will have expertise in communications and event planning services for non-profits, to assist SSAI in the development and execution of a communications strategy around SSAI's National SCSEP Conference in Dallas, TX from Oct 30 – Nov 1, 2018. The successful Agency/Firm will execute a communications and public relations strategy involving broadcast, print and online media in the Dallas Metro area that will educate conference attendees and the wider community about SSAI's premier grant, the Senior Community Service Employment Program (SCSEP), and assist in obtaining critical employment outcomes for SCSEP, and in addition support SSAI staff during the conference to create a seamless event flow and an enjoyable experience for attendees, and arrange and lead orientation sessions and walk-throughs for vendors, volunteers and event personnel, and serve as stage and technical producer for all sessions of the conference.

### 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](http://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

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## 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 services. The successful Agency/Firm will have expertise in communications and event planning services for non-profits, to assist SSAI in the development and execution of a communications strategy around SSAI’s SSAI National SCSEP Conference in Dallas, TX from Oct 30 – Nov 1, 2018. The successful Agency/Firm will execute a communications and public relations strategy involving broadcast, print and online media in the Dallas Metro area that will educate conference attendees and the wider community about SSAI’s premier grant, the Senior Community Service Employment Program (SCSEP), and assist in obtaining critical employment outcomes for SCSEP, and in addition support SSAI staff during the conference to create a seamless event flow and an enjoyable experience for attendees, and arrange and lead orientation sessions and walk-throughs for vendors, volunteers and event personnel, and serve as stage and technical producer for all sessions of the conference. Additionally, this Firm/Agency should plan to attend the SSAI National Conference in Dallas, TX from Oct 30 – Nov 1, 2018.

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### III. GENERAL SCOPE OF ANTICIPATED SERVICES

The Vendor, on behalf of the SSAI, shall be capable of the following communications and event planning services:

- **Create and execute a PR campaign in support of the SSAI National SCSEP Conference, in broadcast, print and online media to include the following communications:**
  - ✓ Attend the SSAI National SCSEP Conference in Dallas, TX from Oct 30 – Nov 1, 2018
  - ✓ Target local and regional media outlets in the Dallas Metro area
  - ✓ Conduct daily outreach to media to secure coverage of the conference
  - ✓ Write one Op-Ed to be pitched to local newspapers on/offline
  - ✓ Provide briefing materials for interviews
  - ✓ Provide onsite management of media (1-2 people)
  - ✓ Provide media links and copy, when applicable, for SSAI to distribute via their social media channels
  
- **Event Planning Support**
  - ✓ Support SSAI staff during National SCSEP Conference with conference structure for flow
  - ✓ Develop an event run of show that ensures a seamless event flow and creates an enjoyable experience for attendees
  - ✓ Provide weekly progress reports outlining the progress of planning and other event updates for the National SCSEP Conference;
  - ✓ Arrange and lead any necessary orientation sessions and walk-throughs for vendors, volunteers and event personnel
  - ✓ Serve as stage and technical producer for all sessions
  - ✓ Work with audio/visual team on technical needs, show rehearsal and other production deliverables including presentation slides and music
  - ✓ Pre-event site visits to provide feedback and recommendations to SSAI staff
  - ✓ Provide onsite event support (2 people)
  
- **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:

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- **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.
  - **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 and should include both the SSAI video and the filming services at the national conference.

#### 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](mailto:bbonhomme@ssa-i.org) **no later than 4:00 p.m. EDT, September 7, 2018.** The cover letter should be addressed to:

Senior Service America, Inc.  
8403 Colesville Road, Suite 200  
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.

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- 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 September 10, 2018**. 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