

June 2021

Home ReSource Request For Proposals

Missoula, MT

Home Resource is a Missoula non- profit organization that works with, in, and for the community to reduce waste and build a more vibrant and sustainable local economy. We are requesting proposals for marketing strategy and services including social media, weekly and month emails, website maintenance, seasonal radio and print ads, and event marketing materials.

Scope of Work

We currently produce all marketing and social media design in-house, but we are looking for a consultant to help develop and deliver a multi-channel strategy in collaboration with our team that encompasses Home ReSource programs, services, and objectives and speaks to (and engages) a diverse population.

We are seeking bids for a comprehensive marketing package that includes (but is not limited to) the following:

- Annual multi-channel marketing strategy developed with HR marketing team
- Email marketing
 - Weekly emails for retail store
 - Monthly emails for programs and supporter base
 - Email marketing segmentation, targeting, and automation
- Social media strategy
- Website updates
- Quarterly Radio ads
- Occasional Print ads
- Seasonal event marketing design
- HR to collaborate on content, message direction and other support

Please submit the following documents or answers:

- What is your philosophy or approach to design?
- What is your design style?
- What is the cost of a comprehensive package that will address our needs, and what is your fee structure?
- Who is on your team and how would we work together on our projects?
- How do you envision working with the HR team to ensure message consistency and accuracy and get the content you need, while maintaining your design/style and flair?
- Why are you interested in working with a non-profit? How do you see your role in increasing Home ReSource's impact in the community?
- Please provide examples of relevant work that is similar in scope to what we need.

Selection Criteria

Proposals will be evaluated on the following criteria:

- Cost
- Philosophy
- Style
- Fit for the organization

Submission

Please submit all documents in PDF or Word to Ellen at ellen@homeresource.org by 4pm on Wednesday, July 7, 2021. We will acknowledge receipt of your submissions. Thank you for your interest in helping us build a vibrant and sustainable community.

