

## **PURPOSE**

Family & Youth Initiative (DCFYI) has initiated a Request for Proposals (RFP) process to identify a qualified consultant to develop and implement ongoing social media to expand DCFYI's reach and recruit more weekend host and permanent adoptive families for teens in foster care.

The consultant will have a proven social media track record and understand how to leverage content across channels and reach diverse audiences. The consultant will develop an editorial calendar, manage day-to-day social, generate new ideas for expanding the DCFYI message and activities across social platforms, and lead the overall management of the organization's identity on social media.

The consultant may be based in the Washington, DC metro area, but the position is open to individuals or firms throughout the United States (this is a remote opportunity).

## **ABOUT FAMILY & YOUTH INITIATIVE**

Family & Youth Initiative creates a supportive community and lasting relationships for teens and young adults who are in or have aged out of foster care.

DCFYI is the only area organization, and one of few nationally, that focuses solely on ensuring that teens in foster care have lasting relationships with caring adults. We serve young people ages 12 and older. Through monthly events we connect those teens to a caring community of peers and adults, match them with adult mentors and weekend host families, and help those who to be adopted find adoptive families. We also serve young adults who have "aged out" of foster care and remain connected with DCFYI. For those youth with "lived experience" we continue to provide the support of both community and individual adults (at least the mentor) as well as assistance with accessing services, finding jobs, etc. Some of these young adults are also matched with a "Table" through our new Open Table program.

Given that 75% of youth "age out" of foster care without permanent family, we strive to ensure that youth do not have to transition to adulthood alone. According to the Harvard University Center on the Developing Child, "No matter the source of hardship, the single most common factor for children who end up doing well is having the support of at least one stable and committed relationship with a parent, caregiver, or other adult." DCFYI ensures that participating teens and young adults have that support.

## **AVAILABLE BUDGET**

DCFYI anticipates a monthly retainer of \$1,000 for the successful individual and/or firm to manage this project.

## **SCOPE OF WORK and DELIVERABLES**

The project is to design and execute a social media plan that addresses the following criteria and will take full advantage of DCFYI's existing resources and materials.

### ***Key three messages:***

#### ***Unique***

DCFYI is a one-of-a-kind nonprofit in the DC area serving teens and young adults who are in or have aged out of foster care. Key to its uniqueness is the low pressure environment DCFYI creates for both

youth/teens and adults. DCFYI provides the support so that everyone can engage in a way that is comfortable and productive for them.

#### *Impactful*

Each year, DCFYI matches 10 teens in foster care with DCFYI mentors on average. The organization serves about 30 to 40 youth in foster care a year as well as 15 to 20 young people who have aged out of care. DCFYI's work doesn't end when youth age out of foster care; the commitment continues.

#### *Scientific*

Research demonstrates that having just one caring, committed adult in the life of an older child or teen in foster care can make all the difference between struggle and success.

#### *Audience:*

On the whole DCFYI audiences are individuals who are interested in supporting older youth and teens in foster care. Their level of interest and involvement ranges from making a donation (financial, in-kind) to families who will adopt.

The goal is to develop a "pull" social media strategy that speaks primarily to prospective adoptive families; positioning adoptive families as the "hard supporters" who can pull host families, mentors, donors and other supportive audiences to increase their engagement.

Key to DCFYI's positioning is a low stress, no pressure environment. DCFYI's goal is to provide a supportive environment to individuals and families interested in engagement with the youth DCFYI serves. Maintaining this tone in social media communications is key.

#### *Current social media channels:*

Facebook <https://www.facebook.com/DCFYI>

Instagram [https://www.instagram.com/DC\\_FYI/](https://www.instagram.com/DC_FYI/)

Twitter [https://twitter.com/dc\\_fyi](https://twitter.com/dc_fyi)

LinkedIn <https://www.linkedin.com/company/family-and-youth-initiative/>

#### *Challenges:*

As a small organization, DCFYI does not have dedicated communications staff. Volunteers and board members provide the primary communications support. DCFYI needs to implement a social media strategy that relies on repackaging/repurposing existing materials, leveraging assets developed by outside/allied groups, and can be accomplished with part-time management. Further, as a small organization, there is limited budget to support paid engagement on social.

#### *Opportunity:*

The passion and dedication of DCFYI's volunteers, regardless of where they fall on the engagement spectrum, is significant. Regardless of their level of engagement in the organization, the common thread between all of the DCFYI audiences is their dedication and commitment to the organization's mission.

*Social media strategy:*

Because there is no one-size-fits-all description of the DCFYI audience demographics, the social media strategy should center on a mosaic approach. By highlighting the diversity of stories and pathways of engagement, DCFYI can tell a complete narrative of its work and impact.

## **SUBMISSION INSTRUCTIONS**

### ***SUBMISSION REQUIREMENTS***

- All submissions must be electronic, standard-size (8.5" x 11") pages.
- General Information, Narrative, Qualifications (including resume if individual), References, Project Plan, and Budget sections (see below) must not exceed 8 pages.
- Samples of previous work/campaigns (e.g., sample social media plan, screen shots) are not included in the above page count.
- Faxed or mailed copies will NOT be accepted.
- Submissions will be kept on file.

### ***CLOSING SUBMISSION DATE and INQUIRIES***

**Proposals are due by Monday, January 31, 2022, by 5:00 PM EST.**

Send all submissions to [Susanp@dcfyi.org](mailto:Susanp@dcfyi.org). Electronic submissions must not exceed 15 megabytes; a link to the file may be provided in lieu of an attachment. An email acknowledgment will be sent to the applicant.

Direct any inquiries concerning this RFP to [Susanp@dcfyi.org](mailto:Susanp@dcfyi.org).

All proposals received by the deadline will undergo a preliminary screening. Incomplete applications or applications received after the due date and time will not be considered. Any proposal may be disqualified if it deviates from the Proposal Format (see below).

## **PROPOSAL FORMAT**

***Proposals must follow this format, in this order:***

1. **General Information**
  - a. **Contact information:** Name of consultant, address, phone number, email address, and website.
  - b. **RFP source:** How did you learn about this opportunity?
2. **Narrative, Qualifications, and References**
  - a. **Opening:** Your approach to social media.
  - b. **Qualifications:** Relevant work experience, expertise, and knowledge. Experience should include specific examples of similar related nonprofit work. Some key qualifications that will be considered:
    - i. Experience in gathering and utilizing data to drive a social media approach
    - ii. A solid social media storyteller with experience crafting messages for diverse audiences
    - iii. Experience in developing social media campaigns and producing content including graphical elements
    - iv. Solid project management, analytical, creative, and interpersonal skills
    - v. Self-starter with the ability to adapt and take on projects as necessary

- vi. Familiarity with the core programs at DCFYI (preferred but not required)
- c. **Your Team:** Information about any team members who will be involved with the project, including names, email addresses, title, tenure, and experience.
- d. **References:** Three client references (include name, address, phone number, email address, and relationship to the bidder).

### 3. Project Plan and Budget

Proposed plan must incorporate and be responsive to the initial work plan.

#### ***Initial Work Plan:***

Phase I: Inventory existing DCFYI materials. Look for stories of individuals – youth/teens, families, volunteers, board members, staff, donors. Catalog allied groups/organizations and other sources of relevant information and content. Identify hashtags, external promotional days/special events (National Adoption and Foster Care Months, Giving Tuesday, National Adoption Day) and key dates/events/milestones for DCFYI.

Phase II: Develop a narrative around the existing materials. Identify any gaps and places where additional material is needed/could be useful. Develop a plan to fill those gaps.

Phase III: Craft an editorial calendar and specific posts/content in sync with the narrative.

Phase IV: Develop mini “campaigns” to leverage organizational or social media events.

#### ***Budget:***

Proposal budget should match available monthly retainer limit.

#### ***Scoring Criteria***

Proposals will be reviewed and evaluated based on the following weighted criteria: qualifications, scope of work, work plan, and budget.

### **Timeline**

Friday, January 14, 2022 **Release of RFP**

Monday, January 31, 2022, by 5:00 p.m. EST **Deadline for receipt of proposals**

Proposals will be reviewed on a rolling basis.

## **TERMS and CONDITIONS**

### **1. Ownership and Confidentiality**

All intellectual property will become the property of DCFYI. All data remains the sole property of DCFYI. The consultant shall agree to keep information related to this process in strict confidence, including, but not limited to, the terms of the contract and any confidential business information or proprietary information that is gathered in this work.

If the bidder deems any material submitted to be proprietary or confidential, the bidder must indicate this in the relevant sections of the response.

## **2. Cost of Proposal**

All costs incurred in the preparation of a response to this RFP are the responsibility of the bidder and will not be reimbursed by DCFYI.

## **3. Reservation of Rights**

DCFYI reserves the right to request or negotiate changes in a proposal, to accept all or part of a proposal, or to reject any or all proposals. DCFYI may, at its sole and absolute discretion, select no provider for these services if, in its determination, no applicant is sufficiently responsive to the need. DCFYI reserves the right to withdraw this RFP and/or any item within the RFP at any time without prior notice. DCFYI reserves the right to disqualify any proposal, which does not adhere to the RFP guidelines. This RFP is being offered at the discretion of DCFYI. It does not commit DCFYI to award any contract.

## **4. Conflict of Interest**

Applicants agree that they or their employees do not currently have, nor will they have, any conflict of interest between themselves and Family & Youth Initiative. Any perceived or potential conflict of interest must be disclosed in the proposal. The following individuals or entities are ineligible to be an DCFYI vendor, and therefore may not submit a proposal: DCFYI employees, board members, and their family members.