

## REQUEST FOR PROPOSALS - COMMUNICATIONS CONSULTING SERVICES

This Request for Proposal (RFP) is to retain the services of a communications consultant to provide service and support to THRIVE South Eastern Alberta, a non-profit organization in Medicine Hat, Alberta with a strategy to end poverty and increasing wellbeing in the Medicine Hat region.

For the purpose of this RFP, “Services” means communications consulting services, as described in this RFP. The selected firm will be invited to enter into a three-month consultant agreement with THRIVE and its Council of Champions. THRIVE has the ultimate authority to approve any proposal and to authorize execution of the Agreement.

### KEY DATES

Release of RFP: March 1, 2019

Questions Due: March 15, 2019

Issuance of Response to Questions: March 20, 2019

RFP Due Date: March 25, 2019

Selection of Firm: April 5, 2019

Expected Effective Date of Consultant Agreement: April 15, 2019

### ORGANIZATIONAL OVERVIEW

THRIVE South Eastern Alberta is comprised of a group of representatives from the community that initiated the development of the THRIVE: Strategy to End Poverty & Increase Wellbeing. The group is made up of several individuals and organizations in our community including those with lived experience, Medicine Hat Community Housing Society, Medicine Hat & district Food Bank Association, City of Medicine Hat, Medicine Hat College, YMCA of Medicine Hat, and community members at large. Visit <https://www.thrivemh.ca> for more information.

### PROJECT SCOPE

THRIVE is seeking proposals from communications professionals to provide service and guidance in order to develop a strategic communications plan that will identify a one-year action plan to achieve broader understanding of the vision of THRIVE, and position THRIVE as an expert on poverty reduction in the region.

The strategic communications plan will provide consideration for media relations, website, and social media, as well as a toolkit of resources (templates, boilerplates, etc.) to support ongoing communications efforts.



**DUTIES OF COMMUNICATIONS CONSULTANT**

The selected consultant will analyze THRIVE's current resources and capacity and conduct stakeholder engagement as necessary to create a strategic communications plan that is relevant, effective, and achievable.

Reporting to the Executive Director, the consultant will:

1. Create policies relating to communications, media relations and social media.
2. Develop and assist in executing a strategy to improve all forms of communication occurring between THRIVE and the public (including media relations, website, social media and other forms of communication as recommended by the consultant.)
3. Create a toolkit of communications resources that can be used by staff and board members to support consistent, effective communications (boilerplates, templates, key messages, etc.)
4. Assist in development of educational materials, news stories, and other documents on current issues as well as long-term matters, to ensure the quality and consistency of information provided to the public.
5. Make recommendations to THRIVE to achieve timely, consistent, transparent and effective communication with stakeholders.

**QUALIFICATIONS/EXPERIENCE**

Bachelor's Degree in Communications, Journalism, Public Administration, is preferred.

Individuals/agencies with relevant experience may be considered.

**CONTENTS OF PROPOSAL**

The proposal should include the following components:

1. A concise but detailed narrative indicating the proposed approach to providing the required services. The consultant should identify what will be included in the billing to THRIVE. Include a description of the types of services to be provided, identify clear deliverables and timeline, and a cost breakdown for the three-month contract.
2. A description of experience in assisting organizations or individuals with external communications, developing communication strategies and different approaches for public communications.
3. Not more than five samples of work done by the individuals who would be assigned to THRIVE under the Agreement, including printed public information materials and related work plan(s) for typical project(s).
4. Identification of the method by which progress reports and performance measurements will be provided to THRIVE.
5. The consultant's proposed budget should assume that the printing and distribution of printed documents will be performed at the cost of THRIVE; those costs need not be included.
6. A minimum of three references from clients/employers to whom the consultant has provided services comparable to the services identified and described in this RFP.

**EVALUATION CRITERIA**

THRIVE will evaluate all properly submitted proposals and will grade and rank all proposals with respect to the Project Scope and the requirements set forth in this RFP, including without limitation the consultant fee and responsiveness of the proposal. The criteria for evaluation are set forth as follows:

1. Responsiveness to this RFP.
2. Relevant experience of the professional personnel.
3. Quality of work samples presented.
4. Scope and appropriateness of services proposed; clear understanding by the applicant of work to be performed.
5. Capability of providing consistent, timely responses as determined by the availability of "back up" staff if principals are unavailable, and by information requested from references.
6. Billing proposal.

THRIVE will then select the top preferred firm, with whom an Agreement will be executed on a form to be provided by THRIVE. THRIVE has the ultimate authority to approve any proposal and to authorize execution of the Agreement.

THRIVE reserves the right to make clarifications, corrections or changes in this Request for Proposals at any time prior to the deadline for the submission of proposals. All proposers or prospective proposers will be informed of said clarifications, corrections or changes so long as the proposers and prospective proposers are registered with THRIVE via e-mail to [info@thrivemh.ca](mailto:info@thrivemh.ca) prior to the due date for proposals.

**PROPOSAL PROCESS**

Questions regarding this Request for Proposals should be emailed no later than March 20, 2019. Questions may be sent to [info@thrivemh.ca](mailto:info@thrivemh.ca).

An electronic copy of the proposal, plus samples of work products as detailed herein, must be received by THRIVE no later than March 25, 2019. Proposals will be reviewed by the THRIVE Executive Director and Council of Champions. Proposals must be sent to Karen Danielson at [info@thrivemh.ca](mailto:info@thrivemh.ca).

THRIVE may interview one or more of the respondents. It is anticipated that the selection process will be completed by April 5, 2019

**STANDARD TERMS AND CONDITIONS**

Proposals submitted are offers only and the decision to accept or reject is a function of quality, reliability, capability, reputation and expertise of the firms submitting proposals. Issuance of this RFP does not obligate THRIVE to pay any costs incurred by a respondent in its submission of a proposal, or making any necessary studies or designs for the preparation of that proposal, or for procuring or contracting for the services to be furnished under this RFP.