

# Digital Marketing Campaigns and Reporting Support



## Overview

The Children's Trust of South Carolina is a statewide nonprofit organization that works to strengthen families, organizations, and communities to prevent child abuse and neglect. The agency is seeking vendors for digital marketing support for the following:

- Plan and execute two (2) statewide digital ad campaigns in the spring and summer of 2022 to include regular reports on campaign performance and any recommended adjustments necessary to meet performance expectations.
- Monthly reporting and consultation on digital performance to advise Children's Trust on performance to goals April 2022 through September 2022 (6 months).

Digital campaign(s) will align with our strategic and campaign goal to change the narrative around prevention and build a broader network of advocacy for children. Experience with nonprofit brands is preferred. Vendor will consult with Children's Trust on campaign themes, artwork, graphics, and language. Children's Trust may provide some of these elements.

Children's Trust may secure one or more vendors to complete the work outlined in the following scope. Bidders are not required to bid on the whole scope and may choose to only submit proposals for the campaigns or digital reporting.

## Scope of Work

### Campaign 1: Child Abuse Prevention (CAP) Month

This is a one-month universal awareness campaign to reach a broad audience with positive messaging that will help people believe they have a role to play in child abuse prevention. We want more people to understand that children are safer when families are stronger, and families are stronger when communities wrap love and support around them. Everyone can help build stronger families and be a champion for children. Campaign support should include regular reports on campaign performance and any recommended mid-campaign adjustment necessary to improve campaign performance.

- **Audience:** General
- **Geography:** Statewide
- **Budget:** \$15,000
- **Timing:** April 2022
- **Platforms:** Multiple

### Campaign 2: Building HOPE for Children Conference

This is a biennial prevention conference presented by Children's Trust designed for professionals who work with children and families with the goal of building knowledge and skills for preventing child maltreatment. This campaign seeks to increase registrations for e-ticket sales and garner interest in the agency's brand and resources.

- **Audience:** Child-serving professionals: conference content, still in development, will determine target attendees, such as childcare workers, law enforcement, non-profit managers, health care workers, etc.
- **Geography:** Major metro areas of South Carolina
- **Budget:** \$7,500
- **Timing:** August 1-September 13, 2022

## Digital performance reporting

Children's Trust is seeking a vendor that can provide a monthly report and analysis pulling together our key digital metrics from three websites, four social media channels, and email. These reports will be used to inform a larger content strategy. Children's Trust uses the following platforms, channels, and subscriptions:

Websites	Social	Email	Tool and measures
scChildren.org	Facebook	Mailchimp	Google Analytics
scParents.org	LinkedIn		Sprout Social
scHomeVisiting.org	Instagram		Power My Analytics
	Twitter		

## Vendor(s) expectations

Children's Trust may select one vendor for the two ad campaigns and digital reporting, or it may split the work between the two or more vendors. Vendor expectations include:

- Experience in developing event and annual digital marketing campaigns
- A demonstrated ability to secure digital ad space and high visibility on a variety of websites and platforms
- Experience with a variety of digital marketing tools such as access to a robust email marketing list, audience tracking, or streaming ads (if budget permits)
- Collaborative and timely campaign check-ins
- Detailed report(s) on interim and final campaign results and analytics including but not limited to click through rates (CTR), location performance, and open/viewership rates, with recommendations for optimizing performance
- Experience in reporting and analyzing digital performance metrics

## Submissions of Proposals

Please include the following information in your submission:

1. Overview of how agency approaches developing campaigns, strategy, and measurements, including a brief overview of potential digital solutions and digital advertising services (i.e., targeted device marketing, Pay-per-Click (PPC), email marketing, and Google Ad Word)
2. A complete and itemized quote with cost of services. Campaign elements and budget allocations should be recommended for the two campaigns.
3. Any additional, recommended services based on agency experience not otherwise noted in this Request for Proposals
4. A proposed broad timeline of work
5. The process, methods and inclusive practices that will be utilized to ensure the campaign is culturally diverse and inclusive. Please include information on vendor practices to ensure a diverse, equitable and inclusive organization.
6. Names and contact information for organizational representatives who would be responsible for delivering on the items in the scope of work
7. Names and contact information for two professional references that have used your services
8. Prior campaign and/or reporting samples

All components of the proposal should be contained within a single PDF document and appropriately labeled. Web addresses and/or links to sample work are acceptable. Any attachments to the proposal may not be considered.

**All proposals should be submitted by email to Mimi Draft, marketing manager, by 5:00 p.m., Friday, March 11, 2022, to [mdraft@scchildren.org](mailto:mdraft@scchildren.org).** A confirmation receipt will be sent by email within two (2) business days. If you do not receive confirmation, please call 803-629-1487. Any proposals received after the due date may not be considered.

## Terms and Conditions

A successful bidder will not release records or information related to Children's Trust or its entities unless an application for public information is submitted and approved by Children's Trust board of directors. Children's Trust reserves the right to reject any or all proposals received, to request clarification of any proposal, to request a face-to-face interview, to waive informalities or irregularities, and to select a service provider not based solely on the lowest cost.

All work products and creative assets developed for this project will become the sole property of Children's Trust. Pricing included in the proposal must be valid for at least ninety (90) days and may not be modified, withdrawn, or canceled. Children's Trust will not pay for any information requested herein, nor is it liable for any costs incurred by the participant in responding to this request.

All proposals submitted become the property of Children's Trust and will not be returned. None of the information released either verbally or in writing shall be deemed binding to Children's Trust in any manner. All proposals or offers must be signed by a duly appointed officer or agent of your company. All proposals will be kept confidential. Any questions regarding this opportunity must be submitted in writing to **Mimi Draft** at [mdraft@scchildren.org](mailto:mdraft@scchildren.org).