

Request For Proposal

Communications/Public Information Project Management

Project

The Potts Family Foundation is requesting proposals for communications and public information management services to support *Oklahoma's Recovery Plan for Infants & Toddlers: Protecting the Future of Oklahoma's Workforce & Economy* funded by the American Rescue Plan Act (ARPA) through the Oklahoma Legislature and awarded to Potts Family Foundation (PFF) and in partnership with the Oklahoma State Department of Health (OSDH). (FAIN: SLFRP4646, ALN: 21.027)

Project Overview

The Potts Family Foundation (PFF) is seeking proposals for communications and public information management services to continue support of an existing communication strategy. In late 2023 and early 2024 a branding and public awareness campaign was created and launched in April 2024. The primary goal of the campaign is to create awareness and involvement in addressing the impact of COVID-19 on the thousands of infants and toddlers in Oklahoma born from mid-2019 to May 2022, the pandemic years. Studies show some of these children could be experiencing development delays.

The Potts Family Foundation is seeking proposals for communications and public information project management services to support eight rural Oklahoma communities, establishing Family Resource Centers, a statewide Early Relational Health (ERH) awareness campaign, and the formation of an ERH Corps.

The winning bidder will continue the maintenance efforts of the Know and Grow Oklahoma website and social media campaign, provide media relations support to the overall campaign, the Early Relational Health Corps statewide educational awareness campaign and the eight rural Oklahoma communities awarded Family Resource Center grants.

This project is being supported, in whole or in part, by federal award number ALN #21.027, awarded to the State of Oklahoma by the U.S. Department of the Treasury.

Prior to any invoices being paid, the winning bidder will need to register at SAM.gov, an official website of the U.S. Government, for a UEI (Unique Entity Identifier) number if the chosen entity does not already have one. The winning bidder also will need to be registered as a State of Oklahoma vendor through Oklahoma Management and Enterprise Services (OMES) prior to any invoices being paid.

Project Goals

Know and Grow is a three-pronged project that includes the formation of an Early Relational Health Corps (ERHC), funding Family Resource Centers (FRC) and a Community Discovery project that came first and laid the foundation for the rest of the work.

Two phases of Know and Grow Oklahoma launched in April. One builds on the statewide education campaigns Potts Family Foundation is known for, and the other funds Family Resource Centers and/or Family Resource Hubs. A total of \$4.5 million was awarded to 8 rural communities representing 23

counties that are home to about 30,000 children under the age of 5. PFF is pleased to partner with OSDH to expand the Oklahoma Family Support Network beyond the metro areas to rural Oklahoma.

FRCs are managed with a framework that strengthens families to help parents, caregivers and their children become more resilient. They rely on community representation and collaboration and are known by many different names nationwide, including Family Centers, Family Support Centers, Family Resource Hubs and Parent-Child Centers. They may be community, school or faith-based and offer activities and programs developed to be reflective and responsive to the specific needs, cultures and interests of the communities and the populations they serve.

The goal of the ERCH is to educate Oklahoma communities about how the growth and development of young children depends on the positive emotional connections made with their parents and caregivers, as well as how the community and the conditions that surround families are a significant part of ERH. By informing people across the state about ERH and recruiting trusted sources to help spread the word, the better parents/caregivers, providers and community and state leaders can work collaboratively to create a resilient Oklahoma for children and families.

Project Timeline

DATE	ACTION
Monday, June 3, 2024	RFP Released
Monday, June 10 , by 5 pm	Bidder Questions due to PFF
Wednesday, June 12, 2024, by 5 pm	PFF Responds to Bidder Questions
Monday, June 17, 2024, by 5 pm	Bids due to PFF
Friday, June 21, 2024	Award Announced
Monday, July 1, 2024	Contract begins

Project Duration

The project runs through December 31, 2026.

Potts Family Foundation Background

The [Potts Family Foundation](#) was created in 1980 by Ray and Pat Potts as the Community Resource Development Foundation (CRDF) as an operating foundation with a goal of providing financial support for the provision of management training and assistance for nonprofits matching their good intentions with tools to produce good results.

In 2000, the CRDF underwent reorganization and became Potts Family Foundation, a supporting nonprofit. This change granted PFF the ability to expand the focus of its giving to nonprofits with missions that align with PFF's focus area of early childhood development and well-being with an emphasis on root causes and the desire to empower people and organizations; impact future as well as present human needs; leverage resources for the greatest impact, and secure sustainability and the potential replication of evidence-based programs and services.

The Potts family has been blessed with outstanding partners over the past quarter century both individuals and organizations. Several thousand organizations have received services and/or grants totaling several million dollars since PFF's inception.

Budget

Not to exceed \$300,000 over the course of the project.

Scope of Work

The successful bidder will work directly with the PFF Project Management Team.

The scope of work includes:

- Support and manage the existing comprehensive communication/community awareness plan for the *Oklahoma's Recovery Plan for Infants & Toddlers: Protecting the Future of Oklahoma's Workforce & Economy* project.
- Brand management for the *Oklahoma's Recovery Plan for Infants & Toddlers: Protecting the Future of Oklahoma's Workforce & Economy* project and PFF overall.
- Maintain website and social media components with analytics for the ERHC and FRCs, including blog posts and a quarterly newsletter.
- Support in planning kick-off events in summer 2024 for the eight rural Family Resource Center/Hubs awarded funding.
- Manage project/campaign marketing collateral, including securing translation services.
- Produce media pitches, media alerts, press releases, talking points, presentations, etc.
- The successful bidder will be required to take the Standards of Quality training. There is no charge for the training. This is a two-day training.
- Manage the Communications/Community Awareness Campaign vendors and overall campaign.
- Assist with organizing and conducting FRC site visits.
- Organize community events/meetings, training, and technical assistance with community contractors, Early Relational Health Corp, and FRCs.
- Assist with oversight and monitoring of vendors to ensure contractual obligations are met.
- File historical information in one place for easy retrieval during and after the project.

Bidder Contact Information

Please include the following information.

- Name of Company
- Company Mailing Address
- Company Phone Number
- Primary Contact
- Primary Contact's phone number
- Primary Contact's email address
- Year Company established

A Little About You

- Please list any past experience you've had with marketing and awareness campaigns in rural communities.
- Please list any experience you've had with Family Resource Centers, social services to the 0-5 population and family strengthening services.

- Any additional information about your company you'd like us to know.

Invoicing

The successful bidder will invoice PFF no later than the 10th of the month following the month the work was performed. PFF will make every effort to pay all invoices within 45 days.

Evaluation Criteria

Bids will be evaluated on the following criteria:

- The bidder's experience in the field of communications, public information and media relations.
- The bidder's experience with community awareness campaigns.
- The bidder's experience working with rural communities.
- The bidder's experience with early childhood support services for family.
- The bidder's experience working with government contracts.

Evaluation Team

The Evaluation Team will consist of the *Oklahoma's Recovery Plan for Infants & Toddlers: Protecting the Future of Oklahoma's Workforce & Economy* Project Management Team.

Questions

Should you have questions as you review this RFP, please compile them into either an email or Word document and submit them to AJ Griffin at arpa@pottsfamilyfoundation.org by 5 pm on Friday, May 24, 2024. Please have the subject line read, "PFF ARPA Questions (name of bidder)".

Submission Requirements

Please submit your proposal in the standard form you would typically present a proposal making sure to address all RFP points.

Please submit your proposal to AJ Griffin at arpa@pottsfamilyfoundation.org by 5 pm on Friday, June 7, 2024. Please have the subject line read, "PFF ARPA Bid Response (name of bidder)".



KNOW & GROW
OKLAHOMA

Building Resilient Children, Families & Communities

Request for Proposal

Communications/PR Project Management Services: Oklahoma's Recovery Plan for Infants & Toddlers: Protecting the Future of Oklahoma's Workforce and Economy

(Funded in part by the American Rescue Plan Act through the Potts Family Foundation, FAIN: SLFRP4646, ALN: 21.027)

Due Dates:

Questions: Monday, June 10, 2024, by 5 p.m.

RFPs Due: Monday, June 17, 2024, by 5 p.m.

Contact Information:

AJ Griffin

ARPA@pottsfamilyfoundation.org

knowandgrowok.org

arpa@pottsfamilyfoundation.org

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