



Sexuality Education Resource Centre MB

Request for Proposal:
Fund Development Campaign
April 05, 2019

About Us:

Sexuality Education Resource Centre (SERC) is a community-based, non-profit, pro-choice organization. We are dedicated to promoting sexual health through education.

Our Mission: Promoting sexual health through education

Our Vision: A diverse society that celebrates sexuality throughout life

Our Values:

- Pro-Choice – Inclusive, with respect, without judgment
- Leadership – Individual and community capacity building
- Learning – Informed, collaborative, life-long

SERC provides inclusive, non-judgmental education about sexuality. We believe that people have the right to accurate information on all their choices.

SERC Programs and Services:

- Community Workshops: We employ a team of facilitators that specialize in comprehensive sexuality education, including population-specific contexts related to culture and identity, who provide group-based education in the community for youth and adults.
<http://serc.mb.ca/what-we-offer/workshops/>
- SERC Training Institute: We offer professional education, training and consultation on a variety of sexuality and reproductive health topics for service providers across multiple sectors including health, education and social services in Manitoba.
<http://serc.mb.ca/what-we-offer/service-providers/>
- Teen Talk: Formerly a program of Klinik (and originally a program of SERC), Teen Talk provides youth health education primarily in schools for grades 9-12. Their workshop options include everything from sexuality and reproductive health to safer substance use.
www.teentalk.ca
- Resources: SERC hosts a number of resources online and provides resources in-person and by mail for a number of audiences.
<http://serc.mb.ca/sexual-health-info/>

SERC has a long history of community-based research and programming in the area of Female Genital Circumcision and has strong ties with newcomer populations.

Background:

In pursuit of our mission, SERC has begun to shift towards **philanthropy** as a means of promoting our financial security and sustainability, while also providing opportunities for the community to invest in our work. In 2017, a fund development consultant worked with SERC to research and create a comprehensive fund development plan, which is being implemented across the organization. SERC is in search of the support and services of local marketing and communications specialists to plan, develop, and launch a full scope fundraising campaign with a soft launch in September 2019 and a formal launch in January 2020.

The goals of our fundraising initiatives are:

1. Promote the sustainability of SERC by increasing donation revenue to reach our \$100,000.00 goal by August 31, 2020.
2. Raise SERC's profile and engage the community in our organization and in our work in new and meaningful ways.

Scope of Work:

Working under the direction of the Director of Development and with the guidance and input from the Fund Development Committee, the firm will assess SERC's needs and propose a campaign and strategy, which will:

1. Increase public awareness of contemporary SERC issues that align with our strategic goals, desired program and service outcomes, and overall mission and mandate.
2. Increase donations that result from a campaign which expresses "need and opportunity" for potential donors to invest in our work.

Deliverables:

The deliverables outlined below are suggestions and it is expected that the firm will offer a detailed description, suggesting outputs that will support reaching our goal. All copy will be developed in consultation with SERC throughout the campaign development process and SERC will support the firm in learning about SERC and the complex needs associated with the work we do.

1. Campaign Strategy:
 - a. A comprehensive plan to accomplish our fundraising and profile-raising goals, including an advertising schedule that includes social media posts, and other advertising vehicles to encourage donations and engagement with SERC by the general public.

- b. A campaign identity, established by way of a one-line “Statement of Philanthropy,” which will serve as the guiding principle for the work of the fund development committee and program of SERC.
2. Campaign Content:
- a. As per the strategy, cutting-edge, modern, compelling video and other content that conveys our messaging in a way that expresses “need and opportunity,” and educates the public about our work.
 - b. A “Case for Support” brochure that outlines our work and provides a menu of strategic giving options for potential donors, including corporate and foundation-specific audiences (copy developed in consultation with SERC).
 - c. A sponsorship package template.
 - d. A direct mail template.
 - e. Social media ads, posters, and other engagement tools.
 - f. Pledge form template.
 - g. A graphic image highlighting SERC’s history over 85 years (example will be provided).
3. SERC Logo:
- a. In addition to the campaign content and strategy, we are interested in exploring our overall brand presence specifically in the context of shifting towards a philanthropic organization. Our logo is over 10 years old and we are in a time of transition. A celebration is planned for September 19, 2019, where we will soft launch parts of the campaign and a new logo for SERC. As such, we would like logo suggestions that can replace our existing logo on all communications, including our website.
NOTE: our website and colour palette have recently been updated and shall not change, only the logo. SERC will work closely with the firm on integrating the new logo into our existing communication tools.
 - b. Along with the logo, new templates will be required that align with our existing website and colour palette. These include: Letterhead, report templates and more.
4. Other:
- a. The firm is encouraged to apply their expertise in the area of campaign development and fundraising to propose and execute an effective strategy that reaches our goals as mentioned above.

The majority of deliverables must be complete and ready for market by August 31, 2019, including the logo and print materials and an example of the video content; however, the rest of the video content will not be needed until January 2020, which will mark the launch of the formal fundraising campaign.

Special Considerations:

- SERC is interested in value. SERC will consider proposals that include “in kind” work in order to maximize our fundraising potential.
- SERC has two offices in Manitoba: Winnipeg and Brandon. The deliverables should reflect the experiences of urban, rural, northern and remote communities.
- Sexuality is a complex topic and our work is equally as complex. We are interested in a campaign that approaches a taboo topic creatively and strategically.
- SERC has explicit values that guide our work; the firm is encouraged to reflect these values in their submission.
- SERC is interested in a campaign that can extend beyond Year 1. If possible, content can be created and staged in a manner that allows us to build momentum into Year 2.

Submission Requirements:

The proposal should be no more than 5 pages and should include the following:

1. A summary statement of your interest in our work.
2. A brief description of your firm, its legal name, location, clients, history, projects and staff.
3. Detailed information on the qualifications and experience of Firm staff or consultants to be assigned to the project.
4. A general outline of the proposed activities involved with reaching our goals.
5. A detailed work plan of the approach and timing for completion of deliverables. This may include any innovative ideas that the respondent may have with respect to structuring the work to achieve the desired outcomes in an efficient manner. Any optional components should be clearly identified.
6. A detailed estimate of the cost for completion of all deliverables as well as for each phase and optional components, if any, of the project.
7. A schedule of fees charged by the Respondent. Maximum costs for travel and incidentals, if any, must be clearly specified and will form part of the total maximum cost quoted for the project. It is expected that travel for local consultants will not be billed. Please include costs for advertising methods included in the proposal, including social media and public advertising.
8. For each phase of the project an itemization of the work that SERC staff will be required to perform in order to support the work of the firm.
9. A payment schedule based on progress payments with an acknowledgement that fees for travel or incidentals will be billed based on actual costs as documented

by the submission of actual receipts. It is expected that travel for local consultants will not be billed.

10. Information on your firm's experience in similar projects, including three (3) client references, preferably for similar types of projects and organizations.
11. Any other supporting information you may wish to include with your submission.
12. Anticipated start date.

Bidders shall provide all information requested. Failure to provide such information may result in the proposal not being accepted.

Timelines:

It is expected that the project will commence upon selection of the firm, with all deliverables ready as per the description above. The end date of the project must be by March 31st, 2020.

Questions / Additional Information:

An information session will be held on **Thursday April 11 at 1:00 pm to 2:00 pm** at our Winnipeg office. Please let us know if you plan to attend so we can provide refreshments.

All enquires related to this Request for Proposals are to be directed, in writing, to the following person and any information obtained from any other source is not official and must not be relied upon:

Jared Star
Director of Development
jstar@serc.mb.ca
Office: 204-982-7812 / Mobile: 204-807-5500

Proposal due by:

Please respond this request for proposals by April 26, 2019 at 4:00 pm. Proposals received after 4:00 pm on April 26, will not be accepted.