

*January 10, 2020*

## **REQUEST FOR QUALIFICATIONS** *Strategic Communications Consultant*

*The Institute for Local Government (ILG) is seeking proposals from qualified firms specializing in strategic communications.*

*The successful Bidder will currently operate in a statewide capacity (but will be based in the Sacramento region) and will plan to work closely with ILG to develop and implement a strategic communications plan that raises the visibility of ILG and its programs during its 65<sup>th</sup> anniversary year.*

**SUBMISSION DEADLINE: *Tuesday, January 21 at 5:00 PM PST***

### **Background**

Local government plays an integral role in shaping a thriving community. That's why ensuring that local government leaders have the best resources, connections, and knowledge available is essential for their success. With a long history of serving the needs of local governments in California, ILG supports city, county, and special district officials in tackling the state's most pressing and evolving issues.

We're closely aligned with three well-respected affiliate organizations: The League of California Cities (LCC), The California State Association of Counties (CSAC), and The California Special Districts Association (CSDA). Together with these local government partners, ILG maintains regular engagement with local leaders and is uniquely positioned to empower and educate them with real-world expertise.

2020 marks the 65<sup>th</sup> anniversary of ILG. We're seeking a communications firm to help us strategize opportunities to highlight that milestone with a more robust communications and outreach effort that will carry forward into future years.

ILG has a big mission, but we're a small nonprofit with just nine (9) professionals focused on our four (4) key program areas:

- Leadership & Governance
- Public Engagement
- Sustainability & Environment
- Civics Education & Workforce

The communications Consultant will work closely with our team to develop an external communications strategy that celebrates our anniversary, reinforces our mission, and promotes our signature programs and partners to key stakeholders.

### **Scope of Services**

The primary objective is to effectively partner with a firm to provide professional public relations, social media planning and placement, and marketing consultation for ILG. The selected Consultant will work closely with ILG to develop a comprehensive and integrated communications program. It is important that the Consultant monitor trends and outline best practices for consideration. The Consultant will also provide project-based assistance to ILG, as needed, and as resources allow.

The Bidder should be prepared to provide the following communications services:

- Develop a comprehensive communications strategy and implementation plan that includes marketing, public relations, public affairs, events and social media;
- Provide recommendations for data analytics and reporting tools to track communications campaigns and activities;
- Provide occasional editorial support in the form of drafting articles and press releases and editing communications materials;
- Provide strategic counsel on tradeshow, conference, and event materials and booth presence;
- Develop strategies and tactics to grow ILG's social media subscriber and follower base and expand the organization's overall social media reach, including but not limited to social media advertising;
- Provide editorial recommendations for website content in collaboration with the ILG website Consultant;
- Regularly share best practices in branding, marketing, public relations, social media, and web site management, including online community building as well as other online marketing techniques like digital advertising, email outreach, social networking, and search engine marketing and optimization.

### **Qualifications**

The Bidder shall have the following qualifications:

- At least one (1) other current client;
- A proposed project team with demonstrated professional experience in some or all of the following areas:
  - Journalism, interviewing, writing, and other media;
  - Graphic design, layout, photography, shooting, and editing video;
  - Non-profit and philanthropy sector;
  - Fundraising, fund development, and sponsorships;
  - Local government relations, public policy, sustainability, public engagement, or other forms of government;
- Small, minority and women-owned forms are encouraged to apply.

### **Evaluation Criteria**

ILG will examine a number of factors and criteria, including:

- The extent to which the proposal addresses the stated objectives and clearly describes the scope of work;
- Specific plans or methodology to be used to perform the services;
- Qualifications and experience of Consultant(s);
- Total cost.

### **Application Process & Procedures**

Interested applicants should submit an electronic copy of a proposal **in PDF format**. The proposal should include the following information:

1. Cover letter;
2. Name and contact information for the Bidder with accompanying Consultant resume(s);
3. Statement of qualifications to undertake this project;
4. A short summary of similar work conducted, highlighting specific accomplishments and including relevant samples of work;
5. A short narrative description of some proposed activities we might undertake to celebrate our 65<sup>th</sup> anniversary, based on your knowledge of ILG's organizational objectives;
6. Proposed timeline, including minimum and maximum number of hours per month that are required or preferred;
7. Fee and budget, including:
  - a. A monthly retainer fee that is required or preferred for the consulting arrangement to be feasible and/or desirable (minimum and maximum ranges welcomed);
  - b. The hourly rate that is preferred by the Bidder for any additional activities above and beyond the scope of what is outlined;
  - c. Any administrative expenses that the Bidder anticipates billing to ILG (e.g. telephone, mileage, etc.). Note that out-of-pocket expenses shall require pre-approval to be reimbursed;
8. Description of the firm's current legal and financial situation, including: any bankruptcies filed; and, any material (in excess of \$50,000) claims, judgments, arbitrations investigations or lawsuits pending;
9. At least two (2) references for which you have performed similar services.

## Submission Process

Submit completed proposals in **PDF format** to:

**Erica Manuel, CEO & Executive Director**  
**Institute for Local Government**  
[emanuel@ca-ilg.org](mailto:emanuel@ca-ilg.org)

**Subject: "Strategic Communications Consultant – RFQ Response"**

**Deadline: Tuesday, January 21, at 5:00 pm PST**

**Note: File size should not exceed 7MB**