

SNAP Employment & Training Services  
Creative, Media, and Video Production services

Request for Proposal  
September 8, 2020

The Division of Family and Children Services (DFCS) Food and Nutrition Unit, Supplemental Nutrition Assistance Program (SNAP) and Employment and Training (SNAP E&T) Program (SNAP Works) partners with multiple third-party providers to provide employment services to citizens of Georgia to enable them to become self-sufficient. Delivery of these services will be improved through the development of the new SNAP Works E&T Services Provider Portal. Acting as an agent on behalf of the State of Georgia, Department of Family and Children Services (DFCS), Goodwill of North Georgia (GNG) is seeking a partner to develop the look and feel for the new Provider Data Portal. The State retains final authority over this project.

## BACKGROUND

SNAP E&T/SNAP Works is a workforce development program & tool designed to assist low-income individuals receiving Supplemental Nutrition Assistance Program (SNAP) benefits to find employment, administered at the federal level by the U.S. Department of Agriculture, Food and Nutrition Service (USDA-FNS).

States have significant flexibility to design and utilize SNAP E&T programs to prepare individuals for in-demand jobs, help employers find qualified workers, and strengthen the state's economy.

Goodwill of North Georgia is a non-profit, donated goods business that serves North Georgians across 45 counties. Our mission is to put people to work. We achieve our mission by selling donated items in 60+ stores and online at shopgoodwill.com. The proceeds are then used to support the operation of career centers and job training programs.

GNG partners with the State government to offer targeted programs. We are currently working with the DFCS SNAP Works Program to help SNAP recipients find jobs and get on the road to independence. Within our program, GNG works directly with SNAP participants to build skills and credentials and provide supportive services such as transportation or clothing for work assistance and job opportunities. GNG also acts as intermediary and technical assistance provider statewide for other non-profit organizations and technical colleges to provide employment and training services to SNAP recipients for the SNAP Works program.

## PROJECT DESCRIPTION

GNG is accepting proposals for an agency partner to that will utilize GNG/DFCS provided research data to build a creative strategy that will guide the development of creative materials from design through production. The selected partner will also work with GNG, GNG sub-contractors, and DFCS on a statewide media planning and buying initiative.

## GENERAL SCOPE

The purpose of this Request for Proposals (“RFP”) from proponents (“Proponent” or “Proponents”) is to identify a partner that will deliver the following:

### Creative:

- Develop multiple creative concepts that will resonate with the key target audiences in support of our overall goals for SNAP Works, working with GNG/DFCS for final approval
  - Provide 2-3 concepts
  - Three rounds of revisions per concept
- Using the approved concept, develop creative materials. Development includes copywriting, art direction and graphic design. For each item below the partner will provide 2-3 options for GNG/DFCS initial approval with three rounds of revisions. *(Note: actual executions listed may not be exhaustive. Research may inform additional executions.)*
  - Print ads
  - Direct mail
  - Digital ads (sizes TBD)
  - Social media ads
    - Facebook Carousel

- Facebook Newsfeed
  - Instagram
  - Flyers/posters
  - Retractable banners
- Source (or handle internally) video production including creative direction, script development, and production of a suite of short (:30-:60) videos for social media and other outlets.

### **Creative Deliverables**

- Creative strategy
- 2-3 Creative Concepts
- Final Creative assets
- Video files and associated b-roll
- Packaged design files (including imagery and other elements included in the final approved creative)

### **Media Planning:**

- Develop a media plan, including a schedule, rationale and key performance metrics for each recommended medium, based on an approved budget, to include target audiences, costs, frequency and reach.
- Present a draft media plan and schedule for the GNG/DFCS review and comment.
- Once the revisions have been incorporated, the partner will submit a final media plan and schedule, including a recommended rotation of creative, detailed media budget, deadline dates, positioning, relative discounts and bonus spots, material instructions and ad production specifications.
- All items are subject to GNG/DFCS final approval

### **Media Buying:**

- Negotiate reserve and purchase the best advertising placement and rates for media buys, as approved by the GNG/DFCS in the final approved plan.
- Prepare, coordinate timelines, and QA test all creative materials.
- Traffic assigned creative materials to ensure timely placement of ads, adherence to the budget, and verification that each ad ran as planned.

### **Media Reporting & Analysis:**

- Provide a mid-campaign and post-campaign report that measures the effectiveness of the campaign.
  - Track and report metrics from the media buy and detail campaign effectiveness and reach.
  - Report elements should include a recap of the campaign, measurement of key performance metrics, analysis and recommendation for changes in strategy for the future.
    - Elements should include campaign objectives, defined target audiences, budget, timing, rationale, actions, recommendations and next steps.

### **Media Deliverables**

- Media Recommendation
- Final Media Plan
- Mid Campaign Report
- Post Campaign Report

### **BUDGET**

Final budget will be determined post award.

### **PROPOSAL CRITERIA**

GNG is interested in receiving responses from firms who have minimum of 10 years' experience and an in-depth understanding of best practices and a demonstrated ability to provide the requested services.

All proposals must include the following:

1. Company profile and summary of capabilities
2. Narrative outlining your approach to media planning, buying and reporting as well as creative development from conception to execution.
3. Descriptions of personnel and résumés of key staff considered to work on project and interact with DFCS and DNG designated staff
4. Two case studies covering similar or relevant projects, and contact information for references.
5. At least three creative samples.

### **Ownership of Proposals**

Each Proposal submitted to Goodwill as an agent of the State will become the property of Ga-DFCS, without compensation to a Proponent, for the State's use, in its discretion.

### **No Offer by Goodwill; Firm Offer by Proponent**

This RFP does not constitute an offer by Goodwill or DFCS to enter into an agreement and cannot be accepted by any Proponent to form an agreement. This RFP is only an invitation for offers from interested Proponents and no offer shall bind Goodwill or DFCS. A Proponent's offer is a firm offer and may not be withdrawn except pursuant to applicable law.

### **Submission Deadline**

**All Proposals should be submitted via email in PDF format by 5pm EDT (as verified by the Bureau of National Standards) on Friday, September 18th to Summer Dunham at [sdunham@ginq.org](mailto:sdunham@ginq.org).** Any Proposal received after this time will not be considered and will be rejected and returned.

### **Procurement Questions; Prohibited Contacts**

Any questions regarding this RFP should be submitted in writing to the Goodwill's contact person, **Summer Dunham**, by e-mail at [sdunham@ginq.org](mailto:sdunham@ginq.org), on or before **September 14, 2020 1:00 P.M. EDT**. Questions received after the designated period may not be considered. No Proponent may rely on any verbal response to any question submitted concerning this RFP. All Proponents and representatives of any Proponent are strictly prohibited from contacting any other Goodwill employees, DFCS employees, or any third-party representatives of Goodwill on any matter having to do with this RFP. All communications by any Proponent concerning this RFP must be directed to Goodwill's contact person.

### **Equal Opportunity**

It is the policy of Goodwill to encourage equal employment opportunity at all levels among firms, corporations and partnerships which do business with Goodwill. Although it is not required, Goodwill has an expectation that women and minorities are internally integrated as officers and directors of corporations or as partners of partnerships. Goodwill prefers to do business with firms or institutions which include representation of minorities and women at all levels, and it is in the furtherance of that policy that Goodwill encourages firms doing business with Goodwill to integrate fully. Goodwill will take all necessary affirmative steps to assure that small and minority businesses, women businesses, and labor surplus area firms are used when possible. The affirmative steps are outlined in section 200.31 of the Code of Federal Regulations (CFR).

### **Special Rules Applicable to Evaluation of Proposals**

A Proponent may be required to submit, in writing, the addresses of any proposed subcontractors listed in the Proposal and to submit other material information relative to proposed subcontractors. Goodwill reserves the right to disapprove any proposed subcontractors whose technical background, resources or experience are deemed inadequate.

**Examination of Proposal Documents:**

Each Proponent is responsible for examining with appropriate care the complete RFP and informing itself with respect to all conditions which might in any way affect the cost or the performance of any Services. Failure to do so will be at the sole risk of the Proponent, who is deemed to have included all costs for performance of the Services in its Proposal.

Each Proponent shall promptly notify Goodwill in writing should the Proponent find discrepancies, errors, ambiguities or omissions in the Proposal Documents, or should their intent or meaning appear unclear or ambiguous, or should any other question arise relative to the RFP.

Goodwill may modify any provision or part of the RFP at any time prior to the Proposal due date and time.

**Cancellation of Solicitation:** This solicitation may be cancelled at any time by Goodwill.

**Multiple Awards:** Goodwill and DFCS reserve, at their sole discretion, the option to award to multiple Proponents.

**Confidentiality:** Proponent and Goodwill may exchange ideas and concepts as well as technical, financial, strategic, operational information and other data considered to be competitive, confidential and proprietary (hereinafter "Proprietary Information"). The Proponent agrees to keep all Proprietary Information provided or exchanged as part of this RFP confidential.