

# Request for Proposals

## Regarding WIC 50th Anniversary Campaign

**Request for Proposals:** Jan. 31, 2023

**Proposals Due:** Feb. 14, 2023 by 5:00 pm ET

**Final Decision:** Feb. 28, 2023

**Organization:** National WIC Association (NWA)

**NWA Contact:** Tim Ward, [tward@nwica.org](mailto:tward@nwica.org)

# WIC 50<sup>th</sup> Anniversary Request for Proposal

## Project Background & Overview

### *Project Overview*

The National WIC Association (NWA) is seeking a vendor to create a campaign around a series of high-impact videos that are filmed over the course of 2023 in support of the 50th anniversary of the WIC program in 2024. The videos would focus on WIC experts, NWA members, and WIC participants as talking heads to support each respective theme. Each video would feature an overlap of interviewees who would be strategically asked a series of questions that could be used across each video, if needed. Each video would be 2-3 minutes in length. Can also use existing interviews and assets to support project. The vendor will also be responsible for developing 50<sup>th</sup> anniversary branding and a website skin for the [NWA website](#), video campaign planning, travel and logistics, filming the videos, developing the videos. The RFP includes a background of our organization and describes the purpose of the project, our desired final product, and specific requests relating to the proposal.

### *NWA Overview*

NWA is the nonprofit voice of WIC, the Special Supplemental Nutrition Program for Women, Infants and Children. WIC is a government program that provides nutrition education, breastfeeding support, referrals to healthcare and social services, and nutritious foods for qualifying parents, pregnant people, and young children. Through our work, we support more than 12,000 WIC agencies and the 6.3 million mothers, babies, and young children enrolled in the program. NWA provides education and support to WIC staff and drives program innovation and advocacy.

## Budget Range

We are budgeting \$200,000 for this project. Website development costs are not included and a separate vendor will be selected to accommodate this portion of the project.

## Project Requirements

### *50<sup>th</sup> Anniversary Video Campaign*

1. *Video Campaign Planning:* Work with NWA Communications team on developing the theme for each video. Developing a timeline for each video and the entire campaign. Coordinating outreach to possible interviewees.
2. *Filming On-site:* Traveling to sites to film each video, keeping communications with interviewees.
3. *Video Development:* Sending video drafts to the NWA Communications team for feedback. Developing final videos according to timeline.

### *50<sup>th</sup> Anniversary Branding and Website Skin Development*

1. *Branding Development:* Develop campaign branding that will be used throughout 2024 in honor of WIC's 50<sup>th</sup> Anniversary
2. *Website Skin:* Adapt branding to be used on the NWA website throughout 2024

### *Recipe Book*

1. *Book Design:* Design the recipe book using campaign branding
2. *Fulfillment and Distribution:* Coordinate the printing and distribution of the recipe books

### *Supporting Assets*

1. *Creative*: Create assets using 50<sup>th</sup> Anniversary Branding for NWA to use on social media or print materials. These could include: social media graphics, banners, post cards, posters, etc.

### *Equity, Diversity, and Inclusion (EDI) Framework*

1. *Language needs*: It's important to reach our audience in their own language. The marketing materials for this project need a simple and obvious translation solution with numerous language options.
2. *Inclusivity*: WIC serves all types of families, and the videos should reflect that.

### **Proposal Requirements**

Proposals must be submitted in PDF format by February 14, 2023 and should be no longer than 30 pages. Submit your proposals and questions to Communications Director, Tim Ward, at [tward@nwica.org](mailto:tward@nwica.org). Your proposal must include:

#### *Introduction*

Introduce us to your agency. Tell us why you think your agency is a good fit for this project; what differentiates your agency from others; and about any relevant experience in nonprofit, health service, public health, government, or social service spaces. Include the team members who would work on this project and their biographies. Also describe your project management process.

#### *Portfolio*

Please show any related work your agency has done in the nonprofit, government agency, and public health spaces. Also include reference information for two former or current clients.

#### *Proposal*

Tell us about your proposed services and innovations, detailing the features, benefits, and deliverables you propose for the project. Explain how your changes will help us meet our goals, how you will measure the success of the new website, and how you will plan for continuous improvement. Please describe how and how often you intend to communicate with NWA during each phase of website design, development, and management. Describe the support your team offers.

#### *Timeline*

Please include a project timeline that includes discovery, research, logistics, and delivery milestones, as well as the length of time it will take to complete the project.

#### *Budget*

List all projected costs associated with the video project. Budgets should be broken-down into easy-to-understand sections that list your proposed services, benefits, and deliverables. If you plan to subcontract any work, please describe that as well. Your quoted price should be all-inclusive.

### **Selection Criteria & Process**

Successful proposals will show creative thinking and data-driven improvements as well as an adherence to the set budget.

We're looking to work with an agency that has demonstrated a commitment to EDI and proactively shares data to demonstrate progress. The ideal agency will have experience with WIC, government

agencies, nonprofit organizations, and/or public health communications and is adaptable, strategic, and goal-oriented.

This request for proposals was released on Jan. 31, 2023. Those interested in applying can request a 30-minute meeting with NWA to ask questions about our organization, the WIC program, and this project. These meetings will take place between Feb. 1 and Feb. 10.

Applications are due by 5:00 pm ET on Feb. 14. NWA will review all submitted proposals that fulfill the requirements. From that pool, we will select two final candidates to present their proposals to NWA in a video call. All applicants will be contacted about this decision on Feb. 17. These presentations will take place on Feb. 23. A final candidate will be chosen by Feb. 28. Applicants will be notified that same day.

Upon selection, NWA will negotiate contract terms, and the project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

### **Timeline**

- The RFP will be available **Jan. 31, 2023**.
- Q&A meetings are available between **Feb. 1 and Feb. 10 2023**. Applicants can schedule 30-minute video calls with NWA to ask questions about WIC, the project, or the RFP.
- Proposals are due **Feb. 14, 2023 by 5:00 pm ET**.
- Reach out to final candidates **Feb. 17, 2023**.
- Final two candidate presentations – **Feb. 23 2023**
- A decision will be made by **Feb. 28, 2023**. Applicants will be notified that same day.