



**Spanish Action League of
Onondaga County, Inc.**

REQUEST FOR PROPOSALS

For development of a
nonprofit marketing plan
and media campaign

Proposal Deadline: March 8, 2010

RFP for nonprofit marketing plan and media campaign
Spanish Action League of Onondaga County, Inc.
www.spanishactionleague.com

Who We Are & Mission

Spanish Action League of Onondaga County, Inc., also more commonly known as La Liga, is an organization which has been serving the needs of the Latino community in Central New York since 1969. It's mission... ***To build on the rich cultural heritage of the Latino community by advancing its independence and growth through advocacy, counseling and education...*** is one which is met through a variety of programs which address many basic needs including housing, careers, and youth services, as well as programs which celebrate the Latino culture.

La Liga's values and vision are based around its mission... to provide the tools for a wonderful quality of life to the Latino population in Onondaga County. The organization promotes empowerment as a methodology of setting objectives and reaching goals. La Liga's value system also embraces its rich cultural heritage and inspires pride in that heritage in those it serves and throughout the community. The organization envisions its future as building the strength and stability to be able to withstand any environmental changes, while still meeting the needs of the community it serves and remaining true to its cultural heritage and roots.

La Liga's income primarily comes from two sources: Government grants and unrestricted fee for service (Translation/Language program). The organization also receives funding from private foundations and corporate giving. In order to sustain itself for future years, La Liga would like to increase its funding diversity to include more individual and corporate donations together with planned giving. The organization would also like to continue to see significant growth within its fee for service Translation/Language program.

Scope of Work

The firm or consultant selected for this contract will develop a comprehensive, multi-faceted marketing plan and media campaign to raise awareness, visibility, and credibility of La Liga in Onondaga County and surrounding regions.

Note: Although all work product will be produced in English, collateral marketing materials will need to be produced in English and Spanish format.

Budget

\$6000 - \$8000 : Marketing & media campaign plan, identifying suppliers, hard budgets.

Note: Separate budget funding is designated for web development / implementation and marketing materials design / printing.

Key Marketing & Communications Goals

- To raise awareness, visibility, and credibility of La Liga, and to communicate its message, mission, and position.
- To attract new sponsors, donors, volunteers.
- To position the organization for connectivity and relevance on the State and National levels.
- To work effectively with all media.
- To create effective collateral marketing materials for the organization.
- To create a design plan for an effective and useful organization website.

Our Key Audiences Are:

La Liga provides a number of programs and activities for people of all ages, which provide a wide breadth of needed services for their clients...

- Families, youth, seniors who are predominantly Spanish-speaking (many who are low to very low income)
- New residents to Onondaga County who are of Spanish heritage, including predominantly Spanish-speaking professionals
- Hospitals & Health Care Facilities
- Small Businesses & Employers
- Peer Networks & Community/Government Agencies
- Universities / Higher Education
- Public School District
- Politicians

Proposal Requirements – please include the following in your proposal:

1. Name of firm, address, phone #, contact person, and date.
2. Identify key personnel who work on the project and include relevant experience.
3. Profile of firm including range of activities and/or consultant experience (résumé).
4. A statement that the personnel proposed for the contract will remain on the project throughout the contract, and that prior approval from La Liga will be obtained before any changes in personnel. Subcontractors must also be approved in advance by La Liga.
5. Approach to achieving key goals (include strategic framework, specific actions, budget, how actions will be monitored and reported).
6. Timeline.
7. Sample ideas / marketing plan / campaign.
8. Client list and references.
9. Any other aspects that uniquely qualify you to work with La Liga.
10. Fee structure, including breakdown and summary of costs.
11. Please include any in-kind service time, if appropriate/applicable.
12. Sample of creative, collateral marketing materials.

Evaluation of Proposals

Proposals will not be considered unless they include all of the items listed under the "Proposal Requirements" section herein.

The following factors will be considered during the evaluation process:

- Responsiveness of the proposal in clearly stating the understanding of the work and approach to the work;
- Experience of the firm/consultant with similar projects of similar scope, including experience with nonprofit organizations;
- Qualifications of staff and/or consultants to be assigned to the project;
- Budget and rate schedule.

The successful contractor will be evaluated with final approval the La Liga Board of Directors. The selected contractor will be notified by April 10, 2010. A signed contract will be effectuated.

La Liga will not be liable for any costs incurred for work performed to develop and produce proposals. Nor will La Liga be liable for any work performed prior to the execution of said contract.

La Liga reserves the right to reject any and all proposals, and to clarify or amend the Request for Proposal after its release.

Submission of Proposal

Proposals are due by **4:00pm on March 8, 2010, in the offices of La Liga**. Proposals can be mailed to:

**Spanish Action League of Onondaga County, Inc.
Attn: Shannon Ryan, Executive Assistant
700 Oswego Street
Syracuse, New York 13204**

(Email proposals will NOT be accepted.)

For questions about this RFP, please contact:

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