

I. PROJECT OVERVIEW

Introduction / Statement of Purpose

Rising Sons is a non profit that uses civic engagement and workforce development through young adults ages 18-35 to economically transform low income communities. Through an Echoing Green Black Males Engagement Fellowship, Rising Sons founders Alex Peay and Mubarak Lawrence have launched the Ones Up Fellowship.

This Request For Proposal (RFP) is intended to solicit responses from qualified communications and marketing agencies with significant brand development and social justice experience to develop a brand identity and marketing strategy for the Ones Up Fellowship.

Fellowship Overview

The Ones Up Fellowship seeks to create a sustainable community by improving the quality of life the fellows, as well as the communities in which they live, through financial independence and access to education.

Upon completion of our curriculum, our members will achieve one or more of the following:

- Full-time employment with a stable market-rate/salary based income
- Be enrolled in post-secondary education or vocational certification program
- Have stable housing
- Establish a small business

We believe that through our civil engagement model, we can equip the fellows with the tools and talents to not only live up to their potential, but also have a deeper impact on the communities in which they live.

Context of the Problem

Youth of color between the ages of 18-35 in impoverished areas do not readily have the skills or educational opportunities to access the current job market. They are at a higher risk to be impacted by structural, interpersonal violence, unemployment, and numerous other negative indicators. Additionally, there is a dearth of culturally competent programs to support these young people build their pathways to freedom.

There are over 5.5 million young adults ages 16 -24 who are neither enrolled in school nor participating in the labor market. Philadelphia is home to 107,000 (14.3%) young adults in the metro area who are unemployed and not enrolled in school. The unemployment for younger adults 16 to 19 years old was much higher than in Pennsylvania as a whole. Younger adults just entering the labor market struggled to find work, compared to all adults - the unemployment rates for young adults 16 to 19 years old and 20 to 24 years old in Philadelphia were 30 and 11 percentage points higher compared to all Philadelphians 16 and over (Philadelphia Works)

(Sources: Cowen University, Aspen Institute, Philadelphia Magazine)

II. SCOPE OF WORK

A. *Request for Proposals (“RFP”)*

We are looking for an integrated communications and design agency with expertise in branding, identity creation, mainstream and, in particular, grassroots communications. It is critical that the agency be open and flexible in its processes including creative design.

Ones Up Fellowship is seeking a firm with significant brand and media development to:

- Create a brand and messaging for the Ones Up Fellowship
- Proposals should include a multi-media that will target populations in the mediums with highest impact.
- Increase public awareness of the fellowship.

Applicants should present a broad-based, hard-hitting strategy that will garner not only applicants of the fellowship, but a broader audience for sustained support of the work.

B. *Project Details*

Applicants are encouraged to demonstrate the breadth of their experience with both traditional and non-traditional media, cultural competency and avoid boiler-plate language that fails to address specifically the challenges that face African American youth.

Respondents should develop a brief (no more than 7 pages) communications strategy that will lay out the core message of the campaign. The strategy should include:

- A target timeline/ media flowchart showing how various elements of the campaign would be rolled out to maximize their effectiveness with target audiences.
- Brand strategy -- research, building, positioning and messaging
 - Program identity design that will include a campaign name
 - Creation of identity standards
- Website design coordination keeping current structures
- Internal and external launch plan that may include:
 - Some mixture of print advertising, collateral, direct mail/email, video,
 - Community newsletter, promotional items and more
- Evaluate and measure results of the communication strategy

Strategy should contemplate all of the following elements:

Paid Media: The strategy for paid media should seek to make use of the lowest cost, highest impact strategies. This strategy should contain tiered platforms and should consider the cost/benefit of re-tooling existing materials.

Earned Media: Earned media should play an important role in marketing the fellowship. Earned Media can and should utilize the visibility of the founders of Rising Sons, the Echoing Green Fellowship and the current programs.

C. Organizational and Personnel Requirements

Proposals should include a detailed overview of the applicant's organization(s). This should include:

- Organizational structure: the management, administrative, or technical project staff structure;
- Organizational history/experience: years of experience, experience with project of a similar size/scope;
- Organizational references; and,
- Project Budget

D. Selection Process

The selection on criteria will include, but not be limited to:

1. Superior ability or capacity to meet particular requirements of contract and needs of YVPC and those it serves
2. Superior prior experience of applicant and staff
3. Superior quality, efficiency and fitness of proposed solution for YVPC
4. Superior skill and reputation, including timeliness and demonstrable results
5. Special benefit will be given to agencies that have demonstrated track record of devolving campaigns with the target of population being engaged by the strategy
6. Benefit of promoting long-term competitive development and allocation of experience to new or small businesses, including those owned by minority or disabled persons or by women
7. Lower cost (fee cap \$??? + placement & production)
8. Anticipated long-term effectiveness

III. SCHEDULE

(1) RFP release	October 13, 2017
(2) Questions regarding the RFP due	October 20, 2017
(3) Proposal submission	October 20, 2017
(4) Applicant Interviews	November 3, 2017
(5) Applicant selection	Week of November 6 th
(6) Contract award and execution	Week of November 13 th

