



Request for Proposals (RFP) for Marketing and Public Relations Services

May 1, 2024

Dear Prospective Bidders,

The MI CDFI Coalition is inviting proposals from qualified firms to provide comprehensive marketing and public relations services.

The Michigan CDFI Coalition is a membership-based 501(c)3, non-profit that brings together CDFIs across Michigan, to develop inclusive policies, deliver vital programs, and bolster CDFI efforts in community investment across the state. CDFIs are mission-based lenders who provide flexible and affordable financing for small businesses, first-time home buyers, and revitalizing neighborhoods and building affordable housing, commercial kitchens, and community spaces. Our members work closely with borrowers to bring their vision to reality and ensure success long after the ribbon cutting.

Project Overview:

The selected firm will be responsible for managing and refining the coalition's comprehensive marketing and public relations strategy tailored to the goals and objectives of our organization. The scope of work includes but is not limited to social media management, print materials, graphic design, public relations, and website maintenance and enhancements. **We are open to considering dividing this work between multiple firms.**

Scope of Services

Social Media Strategy and Execution

- Continue and refine existing social media strategy aligned with the coalition's advocacy objectives.
- Create engaging content for various social media platforms (LinkedIn, Facebook and Instagram).
- Monitor social media channels and respond to comments/messages if appropriate and in a timely manner.
- Implement strategies to increase follower engagement and grow the coalition's online presence.



Print Materials & Graphic Design

- Provide graphic design services for various marketing collateral, including digital and print materials.
- Design and produce print materials such as brochures, flyers, and posters.
- Ensure consistency in branding across all print materials.

Public Relations and Press Releases:

- Develop and distribute press releases to relevant media outlets.
- Cultivate relationships with journalists and influencers to secure media coverage.
- Monitor media coverage and provide regular reports on press mentions.

Website Maintenance and Enhancements:

- Regularly update the coalition's website with fresh content and news updates.
- Implement enhancements to improve user experience and website functionality.

Proposal Requirements

- Detailed description of the firm's experience in providing marketing and public relations services. Please detail experience, if any, working with advocacy organizations.
 - **We are open to considering dividing this work between multiple firms. Please detail which services your firm is and is not able to provide.**
- Proposed approach and methodology for executing the scope of work outlined in this RFP.
- Examples of past work demonstrating proficiency in social media management, print design, public relations, website maintenance, and graphic design.
- Budget breakdown, including any potential additional costs or fees.

Proposal Submission

Interested firms are invited to submit their proposals by **May 20, 2024**, to Stacy Esbrook at info@micdfi.org.



Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- Experience and expertise in providing marketing and public relations services.
 - We are open to breaking
- Quality and creativity of proposed approach and methodology.
- Demonstrated success in similar projects.
- Proposed budget feasibility.

Questions and Clarifications:

All questions and requests for clarifications regarding this RFP should be directed to Stacy Esbrook at info@micdfi.org no later than **May 15, 2024**.

We look forward to receiving your proposals and finding a partner that shares our commitment to advancing our advocacy coalition's mission.

Sincerely,

Stacy Esbrook

Chair, Impacts Committee
MI CDFI Coalition