

Request for Proposals

Martin Reads!

Children's Services Council of Martin County
101 SE Central Parkway
Stuart, FL 34994

With this Request for Proposal (RFP), the Children's Services Council of Martin County (CSCMC) seeks to acquire the services of a qualified local graphic design or marketing firm to re-brand a local initiative, Martin Reads! CSCMC invites proposals from interested agencies with experience in brand development and management; marketing; social media strategy, website design and development; and market research. Preference will be given to local agencies providing this broad range of services; subcontracts with local providers are acceptable.

The Children's Services Council of Martin County, an independent special district, was created by voter referendum in 1988 and reauthorized in 2014 to provide a dedicated funding source for local children's programs. The Council funds programs that provide a healthy foundation for children, create strong, supportive families, foster a safe community and offer children opportunities for success in school and life.

The work to be performed will support CSCMC's commitment to Early Language and Literacy and include the primary focus areas of the Florida Grade Level Reading Campaign.

The scope of services, contract period and payment for services will be negotiated once a formal proposal is submitted to CSCMC.

The Council must receive proposals by 3:00 pm on Friday, September 13, 2019.

Background and Data

A significant number of children, 46% in Martin County and more than 80% of those from low-income families, are not proficient readers by the end of third grade. This has significant long-term consequences not only for the children but also for the community as a whole.

In communities nationwide, the National Campaign For Grade Level Reading works within three solution areas proven to move the needle on third grade reading proficiency:

- Attendance
- School Readiness
- Summer Learning

The Campaign also recognizes the influence of children's health and parental involvement on the success of these solution areas. In 2014, United Way of Martin County's Education Committee and the Shared Services Network of Martin County submitted a letter of intent to the National Campaign for Grade-Level Reading for participation in our own local campaign. The focus within this letter was an effort to increase school readiness, grade-level reading, and high school graduation rates, as well as enhancing parent engagement at all levels. It was identified that two current challenges within Martin County were determining how to enroll more children in quality Pre-K programs, and reaching more students in grades K-3 that were struggling readers.

Participants in the committee meetings included representatives from the United Way of Martin County, Children's Services Council of Martin County, the Martin County Library System, Martin County School District, childcare providers, after-school/summer program providers, businesses, and the arts community.

In 2017, a Language and Literacy Coordinator was hired through a partnering agency and the initiative was then branded as the Language and Literacy Connection. The length of the name was inconsistent with other campaigns in the state of Florida i.e. (St. Lucie Reads, Broward Reads)

In 2019, The Council took back the initiative, and now seeks to re-brand Martin Reads!

Scope of Services:

1. Creative Development of Brand: The consultant will develop creative elements that may include design concepts, logos, messages, tagline, and other products to support the overall brand initiative. A minimum of three distinct creative options must be presented, based on the results of the research. The selected logo design will be delivered with a style manual and guidelines for use and the capability of use in the following:

- Print and electronic advertising
- Website design
- Media placement
- Public Relations
- Outdoor signage and brand recognition

2. Website Design: CSCMC will provide content and domain. The consultant will design a website to include branding concepts of Martin Reads! and CSCMC. The website will

be mobile responsive, and include a blog, social media feed, forms, and a community calendar.

RFP response should include time and expense for training CSCMC staff on the agreed upon content management system, hosting and support fees. CSCMC will own the website and the domain.

3. Marketing Materials: The consultant will design and produce handout pieces to be distributed to the target audiences. Including but not limited to: Rack Cards, Tri-fold Brochures, and informational pieces. Such literature will be required to be printed in both English and Spanish.

Proposal should include:

- Scope of Services
- Subcontractors and their scope of services
- Plan of implementation
- Cost of Services
- Samples of work from similar campaigns
- Estimated time line of completion

Submit proposals to:

Children's Services Council of Martin County
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Stuart, FL 34994
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