

Request for Proposal

LIVE UNITED

Creative and Media Buying Services for 2022-2023

United Way of Central Alabama (UWCA) is seeking a full-service agency to provide creative and media buying services to create awareness, develop branding and messaging for prospects, donors and volunteers in Central Alabama.

The purpose of this Request for Proposal (RFP) is to seek and retain, for a **two-year agreement**, a qualified creative and media buying agency. If selected, the agency would work with Marketing and Communications in planning, developing and executing creative media that integrate Paid, Earned and Owned channels to achieve greater awareness of UWCA.

Included below is an RFP for those able to carry out the Scope of Work (SOW). All proposals will be carefully reviewed and evaluated based on the criteria noted. The duration for the SOW contained within this RFP will be approximately from **March 1, 2022 to December of 2023**.

Any questions you may have to clarify this RFP are due to UWCA no later than 5:00 p.m. CT, February 2, 2022. Questions can be submitted via email to MarketingRFP@uwca.org.

Geography, Target Audience and Channels

UWCA advertising and media buys should be constrained within UWCA's service area of Blount, Chilton, Jefferson, Shelby, St. Clair and Walker counties.

Target audiences for advertising should include individuals and families within the stated geography, 25+ in age. Messaging and creatives are also used to promote United Way within a corporate/company environment. Designated employees within partner companies, called Campaign Coordinators, often use campaign creatives within their own United Way company campaign.

We have historically advertised via multiple channels including traditional advertising (local print, billboards, TV and Radio) coupled with digital promotions via social and streaming media.



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Scope of Work

UWCA will use campaign creatives to inspire engagement with United Way via donations, volunteer projects, etc. The selected agency will need provide the following services:

- **Campaign Theme** - There will be two campaign themes:
 - The starting theme would influence prospects to engage with United Way via donations, volunteering or spreading the word related to our value to the community
 - The second theme would be related to the first but shift to focus on our 100-year celebration since our founding in 1923
 - United Way will provide the agency with examples (attached) of past themes for context
- **Graphic Design/Treatment** – UWCA will need a graphic representation of the theme
 - Past design examples will be provided
 - Colors used must be the approved [UWCA color palette](#)
 - A 100-year logo must also be created (for year 2 campaign theme)
- **Videos/Ads/Script** – Must be produced for advertising across multiple channels
 - 3-5 videos/campaign year – final number TBD based on prospective stories
 - [30 second](#) and [full version](#) (capped at 3 minutes) – Used for Radio, TV and streaming spots
 - 30 second video links to full version of the story
 - They are typically testimonial style with the exception of the campaign overview
 - Includes background music
 - [The campaign overview](#) is typically scripted with professional voiceover, acting as a montage of the topics/stories to be included for the year
 - The agency will be responsible for the script and UWCA will provide edit suggestions, to ensure messaging stays on target



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- **Graphic Templates** – Design templates provided by agency to UWCA for creative direction with support messaging and materials including:
 - **Social graphics**
 - **Posters (12x18 and 11x17)**
 - **Email templates**
 - **Web/email header graphics**
 - **Video exit slide**
 - **T-shirt (can be co-branded)**
 - For examples go to: <https://www.uwca.org/for-companies/campaign-materials/>
- **Ad designs** – Creatives for the following ad types:
 - **Print (sizes TBD)**
 - **Billboard (digital only)**
 - **Static digital**
 - **Animated social/monitor display**
- **Media Mix, Placement and Management** – the Agency will be responsible for:
 - Recommending the promotional mix and frequency
 - Manage creative and distribution/placement of ads
 - Providing projected exposure (CPMs, times viewed, audience, etc.)
 - Campaign reports (actual views, clicks, displays, etc.) – 1 per month
 - Act as the media planner and buyer
 - Assistance with landing page tracking gifs for analytic reporting
- **Budget & Contract Details**
 - UWCA has a budget of \$300,000/yr for a total value of \$600,000. This includes:
 - Creative
 - Videography
 - Media buys
 - Campaign Management and Reporting
 - Production
 - This contract would be for 2 years



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Qualifications for Bidding Include:

- Being an agency with good credit standing based in Central Alabama
- Providing client references and contact information
- Managing all aspects of creative, media buys and production
 - If any tasks are outsourced, they must be disclosed in the bid response
- Prior working experience in fundraising/promotion for non-profits

If qualified, please fill out the presentation submission form due by February 4, 2022. The submission form located at www.uwca.org/agency-submission-form

Presentation Requirements

Agencies who respond to UWCA will have the opportunity to present their creative concepts for year one and year two of the campaign. The presentation must include:

- Theme tagline and creative for both years
 - Graphic treatment and application
- Sample print ad, billboard, T-shirt and social graphic
 - 100 year logo (for year 2)
 - Video storyboard with sample script (for year 1)
- Agencies will be allotted up to 1 hour for presentation
- General media strategy – allocation of media dollars by channel
- Define team and structure

Timeline

- February 4, 2022 | [Presentation submission form](#) due
- February 7, 2022 | Agencies selected to present are notified by UWCA
- February 16-18, 2022 | Presentations begin
- February 21, 2022 | UWCA awards contract to selected agency