



Mexican American Opportunity Foundation
Empowering Families from Child to Senior

Request For Proposal RFP# 25-012

Marketing Communications

October 10th, 2025

The Mexican American Opportunity Foundation (hereinafter alternately "MAOF"), operated under a nonprofit agency, is seeking bids from highly qualified **Firm / Consultant** with expertise in developing through a competitive bid process. Proposers must submit a fixed-cost proposal in the format prescribed in Exhibit B with the initial term of three (3) years, with two (2) additional optional year extensions, subject to annual review and performance and availability of grants. This process requires the firm to submit a proposal that includes a complete bid for the "Scope of Work" outlined below in Exhibit-A (SOW) and three references.

The CLOSING for this **RFP 25-012 Marketing Communications** is **November 10, 2025, at 4 pm (PST)**. All correspondence regarding this request shall be submitted in writing to Procurement@maof.org. To download this RFP, Proposers must go to the webpage: www.maof.org, under the About Section/Click Procurement to look for the RFP. Proposals must be received by MAOF no later than November 10, 2025. **Electronic responses to the proposal are acceptable**: Please submit the proposal in referencing: "**RFP 25-012 Marketing Communications**". Electronic responses to the proposal are acceptable if the proposal is under \$250,000.00. Please submit the proposal in referencing: "**RFP 25-012 Marketing Communications**" in the subject line. If the proposal is above \$250,000.00, a sealed bid must be submitted to our primary office listed below.

Proposals received after the deadline will be automatically disqualified. For physical mailing address, please courier or deliver to:

Mexican American Opportunity Foundation (MAOF)
Attn: Procurement Department
401 N. Garfield Avenue
Montebello, CA 90640
T: 323-278-3600

To request this RFP bidding packet, please contact Procurement Department at Procurement@maof.org.

Respectfully,

MAOF
Procurement Department

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Introduction

The Mexican American Opportunity Foundation (MAOF) is a nonprofit, community-based organization established in 1963 to serve disadvantaged individuals and families in the Los Angeles area. MAOF is the largest Latino-oriented family services organization in the United States. It has achieved this status by providing high-quality social services and programs to those communities where the need is the greatest.

Mission Statement: "The mission of the Mexican American Opportunity Foundation (MAOF) is to provide for the socio-economic betterment of the greater Latino community of California while preserving the pride, values, and heritage of the Mexican American culture. This is accomplished through programs in early childhood education and family services, job training, and senior lifestyle development throughout the multi-cultural communities served by MAOF." MAOF is joined in this mission by government agencies, public and private foundations, and Corporate America.

1.0 GENERAL INFORMATION

A. **Purpose.** This Request for Proposals (RFP) is to solicit proposals from Responsible Respondents who provide the goods and services identified on the RFP cover sheet and further described in Section 2 of this RFP. The Agency intends to award a Contract for the initial period specified on the RFP cover sheet. In its sole discretion, the Agency may extend the Contract for up to the number of extensions identified on the RFP cover sheet.

B. **Definition.** For this RFP and the resulting Contract, the following terms shall mean:

"**Agency**" means the MAOF, the Agency, boards, and any political subdivisions making purchases from the Contract as permitted by this RFP.

"**Contract**" means the Contract(s) entered into with the successful Respondent(s).

"**General Terms and Conditions**" means the General Terms and Conditions for Service Contract as referenced on the RFP cover page.

"**Proposal**" means the Respondent's proposal submitted in response to the RFP.

"**Respondent**" means the company, organization or other business entity submitting a proposal in response to this RFP.

"**Responsible Respondent**" means a Respondent that has the capability in all material respects to perform the scope of work and specifications of the Contract. In determining whether the Respondent is a Responsible Respondent, the Agency may consider various factors, including, but not limited to the Respondent's competence and qualifications to provide the goods or services requested, the Respondent's integrity and reliability, the past performance of the Respondent, and the best interest of the Agency.

"**Responsive Proposal**" means a Proposal that complies with the material provisions of this RFP.

"**RFP**" means Request for Proposals and any attachments, exhibits, schedules, or addenda hereto.

C. **Overview of the RFP Process,** This RFP is designed to provide Respondents with the information necessary to prepare competitive Proposals. The RFP process is for the Agency's benefit and intends to provide the Agency with competitive information to assist in the selection process. It is not intended to be comprehensive, and each Respondent is responsible for determining all factors necessary to submit a comprehensive Proposal.

The Agency intends to evaluate Proposals from all Respondents that submit timely responsive proposals and award the Contract following the evaluation and selection criteria provided in this RFP.

2.0 STATEMENT OF WORK

See Exhibit-A, pages 13-15.

3.0 PROPOSAL REQUIREMENTS & CONTENTS

A. GENERAL REQUIREMENTS:

1. To be considered for selection, proposers must submit a complete response to this solicitation either electronic or email bid to the addresses as directed in referencing "Government Relations Services, RFP 24-031". The proposer shall make no other distribution of the proposals.
2. Proposals shall include a letter of transmittal signed by an authorized representative of the proposer. All information requested should be submitted. Please submit all requested information. MAOF may reject proposals that are substantially incomplete or lack key information.
3. Proposals should be prepared, as thorough and detailed as possible, providing a straightforward, concise description to satisfy the solicitation's requirements. Emphasis should be placed on completeness and clarity of content.
4. All responsive proposals are to be submitted on standard 8.5" X 11" paper size and 12-point font minimum type. Proposers shall respond to the items in the order they are shown in the solicitation. The responses should describe the most favorable terms and remain firm for 60 days from the proposal opening date.
5. Price should be submitted on the attached Pricing Sheet (Exhibit B), including any applicable federal, State, and local taxes. The Contractor shall provide an all-inclusive price, including labor and material for the services.
6. Ownership of all data, materials, and documentation originated and prepared for this solicitation by any proposer shall belong exclusively to MAOF.

All pages of the proposal should be numbered and should be addressed in the proposer's response in the following order:

- a. Proposer's Cover Page in Appendix-1 (Vendor Identification) of this RFP must be completed and signed.
- b. Letter of transmittal, signed by an authorized representative of the proposer.
- c. Table of Contents, cross-referencing the contents of the proposal.
- d. Pricing Sheet (Rate worksheet) in the attachment Exhibit B to this solicitation must be completed and signed.
- e. Vendor Identification Form must be completed and signed. A blank form is included in the attachment (Appendix-B) to this RFP.
- f. Contractor shall include a copy of the current business license.
- g. Include a copy of the current certificate of liability insurance evidencing coverage of the minimum required in this solicitation.

Award of the Contract resulting from this RFP will be based upon the most responsive vendor whose offer will be the most advantageous to MAOF in terms of cost, functionality, qualifications, and other factors as specified elsewhere in this RFP.

MAOF reserves the right to:

- a. Reject any or all offers and discontinue this RFP process without obligation or liability to any potential candidate, when it is in the Agency's best interest; and
- b. Accept other than the lowest priced offer.

The proposal shall:

- a. Include the completed Bid Submittal per Rate Worksheet on Exhibit-B attached here to. Costs must be identified as per hourly rate. The Contractor's rates shall remain firm and fixed for the term of the

Contract. The Contract (hourly, daily, monthly, Unit Rate, etc.) rate after 3-year terms may be adjusted annually based on the increase or decrease in the U.S. Department of Labor, Bureau of Labor Statistics' Consumer Price Index (CPI) for the Los Angeles-Riverside-Orange County Area for the most recently published percentage change for the twelve (12) month period preceding the Contract anniversary date, which shall be the effective date for any cost of living adjustment.

- b. Provide at least three current client references for which you have performed similar work. References should include contact name, address and telephone number.
- c. Complete and return rate worksheet, EXHIBIT-A as Firms proposed, along with other documentation and references.
- d. Two (2) sets of copies of proposals, including rate worksheet shall be submitted via **email marked: "RFP 25-012 Marketing Communications "** or via courier to:

PLEASE DELIVER TO:

Mexican American Opportunity Foundation (MAOF)
Attn: Procurement Department
401 N. Garfield Avenue
Montebello, CA 90640
T: 323-278-3600
Procurement@maof.org

DEADLINE FOR SUBMISSION: All proposals are due by Monday, November 10th, 2025, at 4 pm. Any bid received at the designated location after the required time and date specified for receipt shall be considered late and non-responsive. Any late proposals will not be considered and evaluated.

Selected firm must have the ability to establish working relationships with staff members and adults from a wide variety of educational and socio-economic backgrounds. They must also have knowledge of a wide variety of community resources and ability to establish working relationships with staff members of administrative related agencies and institutions.

- W-9
- Professional Liability Insurance
- Written statements regarding Worker's Compensation Insurance
- Vehicle Insurance
- California Driver's License

- e. To be considered responsive, a proposal must contain the following, referenced by number and in the order below:
 - 1. A brief description of the history and organization of the bidder's firm, and of any proposed subcontractor.
 - 2. A statement that business licenses, professional certifications or other credentials necessary for the performance of the services here sought are in place, together with evidence that bidder, if a corporation, is in good standing and qualified to conduct business in California.
 - 3. A description of similar projects completed by the bidder within the past two (2) years.
 - 4. Qualifications, background and experience of staff proposed to work on the project.
 - 5. References with contact information from organizations that have used bidder's services for similar projects/type of work within the last 12-18 months.
 - 6. A general description of the techniques, approaches and methods to be used in completing the project.
 - 7. A description of the chronology for completing the work, including a timeline and deadlines for each task, if any.

8. A detailed description of bidder compensation formula, including any travel costs and other expenses. Bidders must submit a sample of a breakdown of charges and costs, detailed by job function/title of those servicing, as well as a maximum not-to-exceed total for all services. All travel, lodging and miscellaneous support costs are to be included in this billing rate. Invoices for services satisfactorily performed must be itemized by date and services performed and reference. As the MAOF may award a contract based on the initial offer, a bidder should make its initial offer on the most favorable terms available. The MAOF reserves the right, however, to have discussions with those bidders falling within a competitive range, and to request revised pricing offers from them and to make an award or conduct negotiations thereafter.

Proposals which fail to address each of the submission requirements above may be deemed non-responsive and will not be further considered. Note that responses to questions must be specifically answered within the context of the submitted proposal. The MAOF's evaluation team will not refer to a designated web site, brochure, or other location for the requested information. Responses that utilize references to external materials as an answer will be considered non-responsive.

4.0 CRIMINAL BACKGROUND CHECK

If applicable, MAOF can require the awarded Contractor to provide the following for their team members assigned to each MAOF location:

- Criminal background check for each team member performing services;
- Drug screening check for each team member performing services;
- T.B. Test; and
- Child Protection Registry checks for each team member performing services.

5.0 INVOICING/BILLING

Invoice of timesheet will be given to the MAOF's H.R. Coordinator on the first of each month. Payment for services rendered will be made 30 calendar days from date of submitting monthly accountability service summary and invoice.

6.0 SCHEDULE OF EVENTS

The dates provided in the procurement timetable on the RFP cover sheet below are provided for informational and planning purposes. The Agency reserves the right to change the dates. If the Agency changes any of the deadlines for Respondent submissions, the Agency will issue an addendum to the RFP.

Release of RFP **October 10th, 2025**

Deadline for submission **November 10th, 2025**

Zoom meeting to clarify **October 21st, 2025**.

Selection completed/contract negotiations begin by **November 14th, 2025**

Contracts will be mailed or emailed to the Contractor on or about **November 17th, 2025**.

7.0 INQUIRIES

Questions regarding this RFP are to be submitted to Procurement@maof.org with " **RFP 25-012 Marketing Communications** " in the subject line. Questions regarding this RFP will only be accepted by email.

8.0 TERMINATION

8.1 This Contract may also be terminated by MAOF in the event that the project is permanently abandoned, as determined in the sole discretion of MAOF. MAOF may terminate the Contract in whole or in part whenever MAOF specifies, in its sole discretion, that such termination is in the interest of MAOF. Whenever the Contract is terminated following this paragraph, the Contractor shall be entitled to payment for actual work performed at unit contract prices for completed items of work. An equitable adjustment in the contract price for partially completed items of work will be made. Still, such adjustment shall not include provision for loss of anticipated profit on deleted or uncompleted work. Termination of this Contract by MAOF at any time during the term, whether for default or convenience, shall not constitute a breach of Contract by MAOF.

8.2 In addition, either Party may terminate the Contract if the other Party breaches any of its duties and obligations under this Contract and fails to cure such breach within thirty (30) days after receiving notice specifying the breach. MAOF reserves the right to terminate without warning in case of a critical or material breach of the Contract.

9.0 HOLD-HARMLESS AND INDEMNIFICATION

The successful Contractor shall be liable for any injury, damage, or loss occasioned by negligence or omission of the successful Contractor, its agents, or any other person the successful Contractor has designated to visit MAOF property and shall indemnify and hold harmless the Board, its officers, employees, agents, volunteers from any liability arising in the performance of this Contract. The Contractor's obligation under this section shall not extend to any.

10.0 CONFIDENTIALITY

10.1 Confidential Information. Under this Agreement, "Confidential Information" refers to any Information of a Party ("Disclosing Party") that has been disclosed to the other Party ("Receiving Party"), which is designated in writing as confidential, proprietary, or secret or under the context of its disclosure ought to reasonably be considered as confidential. Personal information includes, but is not limited to, all information concerning a Party's existing business, business systems, business plans and information systems, trade secrets, prices, and pricing information.

10.2 Use of Confidential Information. Each Party will comply with all laws and regulations for the use, transmission, storage, disclosure, or destruction of Confidential Information. Both Parties agree to hold the other Party's Confidential Information in strict confidence. The Contractor agrees not to use Company's Confidential Information in any way except as expressly permitted by or required to achieve the purposes of this Agreement, and the company agrees to use Contractor's Confidential Information solely to perform the Services. Both Parties agree to use all reasonable efforts to protect against unauthorized use or distribution of Confidential information, and the Receiving Party agrees to use at least the same degree of care to prevent disclosing to third parties the Confidential Information of the Disclosing Party as the Disclosing Party uses to protect its own Confidential Information. The Receiving Party further agrees not to disclose or permit any third-party access to the Disclosing Party's Confidential Information, except such disclosure or access will be permitted in order to perform the Services provided under this Agreement. Each Party agrees to ensure that its employees, agents, representatives, and contractors are advised of the confidential nature of the Confidential Information and are precluded from taking any action prohibited under this Agreement.

11.0 GENERAL TERMS AND CONDITIONS

1. Additions and Deletions of Service:

MAOF reserves the right to add and delete goods or services to any contract with the Contractor. Should a requirement be deleted, payment to the Contractor shall be reduced proportionally to the amount of service reduced following the bid price. Should additional services be required from the Contract, prices for such additions will be negotiated between the Contractor and MAOF.

2. Termination of Contract:

2.1 MAOF may also terminate this Contract in the event that the project is permanently abandoned, as determined in the sole discretion of MAOF. MAOF may terminate the Contract in whole or in part whenever MAOF determines, in its sole discretion, that such termination is in the interest of MAOF. Whenever the Contract is terminated following this paragraph, the Contractor (s) shall be entitled to payment for actual work performed at unit contract prices for completed work items. An equitable adjustment in the contract price for partially completed items of work will be made, but such adjustment shall not include a provision for loss of anticipated profit on deleted or uncompleted work. Termination of this Contract by MAOF at any time during the term, whether for default or convenience, shall not constitute a breach of Contract by MAOF.

2.2 In addition, either Party may terminate the Contract if the other Party breaches any of its duties and obligations under this Contract and fails to cure such breach within thirty (30) days after receiving notice specifying the breach. MAOF reserves the right to terminate without warning in the event of a critical and material breach of the Contract.

3. Licenses:

By submitting a proposal, the proposer certifies that it has procured and shall maintain in full force all permits and state bar licenses required to conduct its business lawfully and that it shall remain informed of and in compliance with all federal and local laws, ordinances, and regulations that affect in any manner contractor's fulfillment of the Contract.

4. Anti-Kickback Provision:

This Contract is subject to the provisions of the AntiKickback Enforcement Act of 1986. By agreeing to this binding Agreement, the transacting parties (1) certify that they have not paid kickbacks directly or indirectly to any employee of MAOF for the purpose of obtaining this or any other agreement, purchase order, or Contract from MAOF and (2) agree to cooperate fully with any Federal Agency investigating a possible violation of the Act.

5. Non-Collusion/Fraud:

By submitting a proposal, the proposer warrants and certifies that neither the proposer nor its employees or associates have contacted any unauthorized UPO employee, officer, or elected official regarding the contents of this solicitation or the solicitation process. Proposer further warrants and certifies that neither the proposer nor its employees or associates has directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competitive bidding in response to this solicitation. Suppose at any given time, it is found that the proposer or its employees or associates have, in the presenting of its proposal, colluded with any other party or parties to prevent or restrict free competitive bidding. In that case, its proposal shall be immediately rejected. Any contract awarded prior to MAOF's discovery of proposer's collusion shall be terminated, and the proposer shall be liable for all damages sustained by MAOF due to the proposer's collusion.

6. Equal Opportunity:

The proposer agrees not to discriminate against any employee or applicant for employment on Account of any services or activities made possible by or resulting from this RFP on the grounds of actual or perceived sex, race, color, religion, national origin, age, marital status, disability, personal appearance, sexual orientation, gender identity or expression, familial status, family responsibilities, matriculation, political affiliation, genetic information, source of income, place of residence or business, veteran status or any other characteristic protected under federal or District law. Any violation of this provision shall be considered a violation of a material provision of this Agreement and shall be grounds for cancellation, termination, or suspension in whole or in part of the Agreement by MAOF, which may result in ineligibility for further MAOF contracts. At all times in the proposal and contract process, the proposer shall comply with all applicable MAOF, CA, and Federal Anti-Discrimination Laws, Rules, Regulations, and Requirements.

7. Right to Audit:

MAOF shall have the right to audit all invoices submitted by the Contractor. The organization shall have the right to audit all relevant data based on the Contractor's fees upon request.

8. Informal Communication:

From the date of receipt of this RFP by each proposer and until a binding contractual agreement exists with the awarded Contractor and all other proposers have been notified, or when MAOF rejects all proposals, informal communications regarding this procurement shall cease. There shall be no requests from proposers to any Office or Department at MAOF except contact for information, comments, etc., and they shall be emailed.

9. Formal Communication:

From the date of receipt of this RFP by each proposer and until a binding contractual agreement exists with the selected Contractor and all other proposers have been notified, or when MAOF rejects all proposals, all communications between MAOF and the proposers will be formal emails.

10. Costs Incurred:

The proposer's sole responsibility shall assume any costs incurred by proposers in preparing or submitting a proposal or subsequent oral presentation demonstration.

11. Minority/Women-Owned Business Enterprises:

Pursuant to Federal Acquisition Regulations and MAOF's procurement policy, MAOF may offer contracting opportunities to small and minority firms, women's business enterprises, and labor surplus area firms to the extent possible.

12. Federal, State, and Local Taxes:

MAOF is not exempt from State and federal taxes. Such applicable taxes shall be included in quoted prices, but also if any taxes are known to be borne by the Contractor to apply, they shall be shown separately. If not so shown, they shall be considered an expense of the proposer and deemed a part of the quoted prices.

13. Payment Terms:

Preferred invoice payment terms will be 30 calendar days from the date of invoice. If there is a discrepancy between the order and the invoice, payment terms shall be practical starting when the discrepancy is resolved. Monies due or to become due to the Contractor under the Contract may be retained by MAOF as necessary to satisfy any outstanding claim that MAOF may have against the Contractor. At any time or times before final payment and three years thereafter, MAOF may have the Contractor's invoices or vouchers, and statement of cost audited.

14. Indemnification:

The Contractor shall indemnify, protect, defend, and hold harmless MAOF, its directors, officers, employees, and representatives from and against any claims arising from or connected with: (1) any alleged or actual breach by the Contractor or (2) any act or omission by the Contractor and only to the extent such claim arises by negligence or intentional misconduct or as may be allowed under applicable law. Monies due or to become due to the Contractor under the Contract may be retained by MAOF as necessary to satisfy any outstanding claim that MAOF may have against the Contractor.

15. Insurance:

Contractor shall, at all times, at its own expense, obtain and carry comprehensive liability insurance, including errors and omissions coverage, property damage insurance, and workers' compensation insurance in adequate amounts. The Contractor shall keep such insurance in full force for the duration and term of this Agreement. All certificates of insurance or evidence of insurance must contain a ten(10) business day written notice of any cancellation, change, or termination of coverage. The insurance required shall be obtained from the insurance company(ies) licensed to do business in the State of California and shall be kept in full force for 90 days after the last payment under the Contract.

- ✓ Workers' Compensation Insurance provides statutory limits in the State of California.
- ✓ Business Automobile Liability Insurance with a minimum of \$1,000,000 per occurrence.
- ✓ Commercial General Liability Insurance coverage with a minimum of \$1,000,000 per occurrence / \$2,000,000 aggregate limit. The Contractor shall provide immediate notice in the event there is any change of insurance or that it has reached the insurance limits due to claims made.

16. RFP Addendum:

In the event that it becomes necessary to revise this RFP, in whole or in part, an addendum will be posted on the MAOF website: <http://www.maof.org/procurement-department>.

17. Completed Proposals:

A proposer may submit no more than one (1) proposal in response to this RFP. The proposal shall be completed and signed by an individual who is authorized to bind the firm submitting the proposal.

18. Withdrawal of Bids:

At any time prior to the hour and date set for submitting proposals, a proposer may withdraw the proposal. This will not preclude another proposal's submission before the deadline for submitting the bid. After the scheduled time and date for submitting proposals, a proposer will be permitted to withdraw the bid if the award is delayed for a period exceeding 60 days.

19. Receipt and Opening of Proposals:

Proposers are responsible for ensuring their bid is delivered to MAOF by the scheduled date and time. Only those bids received promptly, as outlined in this RFP, will be considered. Proposals received after the date and hour designated are automatically disqualified and will not be considered; late bids will be dated, marked as received late, and placed unopened in the bid file. Proposers must pay particular attention to ensure the proposal is properly addressed. MAOF is only responsible if the proposal reaches the destination specified by the appointed date and time.

20. Contract Award Notification:

When the evaluation process of the proposals is completed, the selected proposer will be formally notified by mail or email. Other notifications will not be honored and should not be considered as a valid offer of award.

21. By submitting a proposal:

The proposer represents that:

- a. The proposer has read and understands the RFP and submits the response in accordance therewith.
- b. The proposer possesses the capabilities, equipment, and professional personnel necessary to provide an efficient and successful service as required by MAOF.
- c. The proposer has all the required licenses and insurance during the duration of the contract terms.
- d. The proposer is advised to become familiar with all conditions, instructions, and specifications of this RFP. By submitting a proposal, proposer represents and warrants that it has thoroughly examined and is familiar with work required under this RFP, that proposer has conducted such additional investigation as it deems necessary and convenient, that proposer can provide the services requested by the MAOF in a manner that meets the MAOF's objectives and specifications as outlined in this RFP, and that proposer has reviewed and inspected all materials submitted in response to this RFP. Once the consultant has been selected, a failure to have read the conditions, instructions, and specifications herein shall not be cause to alter the Contract or for proposer to request additional compensation.

22. Other claims:

No claim will be allowed for additional compensation or time for completion based on a lack of knowledge or lack of understanding of any part of the RFP.

12.0 SERVICE LOCATION(S)

**MAOF Headquarters
401 N Garfield
Montebello, CA 90640**

EXHIBIT-A

STATEMENT OF WORK (SOW)

Marketing Communications, RFP No. 25-012

The selected agency/consultant will be responsible for developing a comprehensive marketing and outreach strategy that includes, but is not limited to, the following components:

Social Media Strategy

- **Platform Selection:** Analyze current and potential social media platforms (Facebook, Instagram, Twitter, LinkedIn, TikTok, etc.) to recommend the most effective platforms for engagement.
- **Content Development:** Create engaging content (posts, graphics, video, infographics, etc.) tailored to each platform and the needs of the target audience.
- **Campaign Execution:** Develop a campaign calendar for consistent posting and interaction, including both organic and paid strategies.
- **Audience Engagement:** Propose methods to increase engagement with our followers, including responding to comments, direct messages, and facilitating discussions.
- **Influencer and Partnership Strategy:** Identify opportunities for collaboration with community influencers, community leaders, or related organizations to amplify messaging.

Internal and External Communications

- **Internal Messaging:** Create internal communication strategies that ensure MAOF staff and stakeholders are aligned on the marketing campaign and provide them with tools/resources to effectively communicate with participants.
- **External Messaging:** Develop compelling messaging for external audiences, ensuring that program benefits are clearly communicated.
- **Maintain Organizational Newsletter:** Curate and produce monthly newsletter that speaks to the MAOF community and potential collaborators
- **Brand Voice and Tone:** Maintain a consistent, culturally relevant voice and tone that aligns with MAOF's mission and resonates with our target demographic.

Earned Media Strategy

- **Press Releases:** Develop press releases to promote program launches, success stories, or key events that can be shared with local media outlets.
- **Media Outreach:** Identify and reach out to relevant media outlets, journalists, and community influencers to secure coverage of our programs.
- **Story Pitching:** Pitch stories about the impact of MAOF's programs to journalists in the fields of education, social justice, workforce development, and community engagement.
- **Media Relations:** Establish relationships with local media outlets for future coverage and long-term exposure.

Paid Media Strategy

- **Digital Advertising:** Develop and execute paid media campaigns on platforms such as Google Ads, Facebook, Instagram, LinkedIn, and other relevant channels.
- **Targeting Strategy:** Utilize data-driven insights to create targeted ads that reach the right demographics, including underrepresented communities.
- **Budget Management:** Provide a detailed budget for paid media ads, ensuring cost-effective allocation of resources.
- **Ad Optimization:** Continuously monitor, test, and optimize paid ads to maximize ROI and achieve enrollment goals.

Event and Outreach Optimization

- **Event Promotion:** Develop strategies for promoting and enhancing events such as information sessions, workshops, and community outreach events aimed at increasing program enrollment.
- **Community Partnerships:** Identify and collaborate with local organizations, schools, and community groups to amplify outreach efforts.
- **Event Amplification:** Use social media, paid ads, and other communication channels to drive attendance and engagement at events.
- **Post-Event Follow-up:** Create follow-up communication strategies to convert event participants into program enrollees.

KEY DELIVERABLES

The selected agency/consultant will be expected to provide the following deliverables:

1. **Internal Communication Plan:** A guide for internal stakeholders on how to communicate the program and campaign internally, including program and media training.
2. **Social Media Strategy Document:** A comprehensive social media marketing plan, including content calendar, engagement tactics, influencer partnership recommendations, and data analytics plan.
3. **External Communication Plan:** Developed messaging and collateral (e.g., brochures, flyers) to effectively communicate the program's benefits to external audiences.
4. **Press Kit and Media Relations Plan:** A well-developed media kit and outreach plan, including a list of target media outlets, press release templates, and outreach strategies.
5. **Paid Media Strategy and Budget:** A detailed plan for paid advertising, including target demographics, platforms, budget, and timelines.
6. **Event Promotion Plan:** A clear strategy for event promotion, including digital and traditional marketing tactics, partnership recommendations, and event-specific engagement strategies.
7. **Campaign Analytics Report:** A final report evaluating the success of the campaign, including enrollment data, engagement metrics, media coverage, and ROI analysis.

PROPOSAL REQUIREMENTS

All proposals must include the following:

1. **Agency Overview:** A brief description of your agency, including your mission, experience, and relevant qualifications.
2. **Approach to the Campaign:** A detailed outline of your approach to the tasks outlined in the Scope of Work, including methodologies, timelines, and expected outcomes.
3. **Sample Work:** Examples of similar work you have completed in the past, including case studies or campaign results. Must show proof of marketing expertise in English and Spanish.
4. **Team Bios:** Key personnel who will be working on this project, along with their qualifications and experience.
5. **Budget:** A comprehensive budget for the proposed services, including breakdowns for paid media, creative costs, event expenses, and any additional costs.
6. **Timeline:** A timeline for the completion of all deliverables, including milestones and key deadlines.
7. **ROI or Evaluation Plan:** A sample evaluation framework that will be used to measure the success of the campaign. This should include:
 - **Key Performance Indicators (KPIs):** Identify the primary metrics (e.g., enrollment rates, social media engagement, media impressions) that will be used to measure success.
 - **Measurement Tools:** Describe the tools or platforms you will use to track these metrics (Google Analytics, social media insights, CRM, etc.).
 - **Frequency of Reporting:** Outline how often performance data will be reported (e.g., weekly, monthly) and the format of reports.
 - **ROI Analysis:** Provide an example of how ROI will be calculated, considering factors such as cost per enrollment, media reach, and audience engagement.

EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

1. **Relevant Experience:** Demonstrated success in similar projects, particularly in nonprofit or community-driven organizations.
2. **Strategy and Creativity:** The ability to develop and execute innovative, tailored strategies to increase program enrollment.
3. **Budget and Cost-Effectiveness:** The proposal's budget and its alignment with expected deliverables.
4. **Ability to Meet Deadlines:** The proposed timeline and your ability to execute within it.
5. **Measurement and Evaluation:** The robustness and clarity of the proposed evaluation or ROI plan, ensuring that the impact of the campaign can be effectively tracked and reported.

EXHIBIT-B
RATE WORKSHEET
Marketing Communications, RFP No. 25-012

(Must be completed and returned to MAOF)

1ST YEAR: _____ .00 _____ HOURLY RATE/MONTHLY COST (CIRCLE ONE)

2ND YEAR: _____ .00 _____ HOURLY RATE/MONTHLY COST (CIRCLE ONE)

3RD YEAR: _____ .00 _____ HOURLY RATE/MONTHLY COST (CIRCLE ONE)

NOTE: The price shall remain firm and fixed for three (3) years. The Contract (hourly, daily, monthly, Unit Rate, etc.) rate after 3-year terms may be adjusted annually based on the increase or decrease in the U.S. Department of Labor, Bureau of Labor Statistics' Consumer Price Index (CPI) for the Los Angeles-Riverside-Orange County Area for the most recently published percentage change for the twelve (12) month period preceding the Contract anniversary date, which shall be the effective date for any cost of living adjustment.

APPENDIX – A

VENDOR IDENTIFICATION

Marketing Communications, RFP No. 25-012
(Must be completed and returned to MAOF)

Firm/Individual's Name:			
Doing Business As (DBA):			
Company Federal ID# or Social Security No.:			
Address:			
Remit To Address:			
Telephone:			
Fax:			
Email:			
Web address:			
Main Contact Person:			
Person responsible for response (if different):			
Print Name	Title	Authorized Signature	Date