



Project Name or Description: Communications Consultant

Nonprofit Name: Germantown United Community Development Corporation

Address: 5320 Germantown Avenue

City, State, Zip Code: Philadelphia, PA 19144

Procurement Contact Person: Emaleigh Doley

Telephone Number of PCP: 215-856-4303

Email Address of PCP: edoley@germantownunitedcdc.org

1. Introduction

Germantown United CDC (GUCDC) is a community-based nonprofit organization serving Northwest Philadelphia's Germantown neighborhood. GUCDC's mission is to promote and facilitate the revitalization of Germantown and its business corridors through a sustainable, creative, and community-driven approach to economic development. Our work is centered on Commercial Corridor Revitalization, Community Economic Development, and Resident Services.

GUCDC is a growing organization. It has a new Executive Director and is hiring staff. It holds contracts with the City of Philadelphia that support this work in Germantown. We serve as a bridge between the public and the government, and work to support the programming of the Division of Housing and Community Development (DHCD), the Department of Commerce, the Philadelphia City Planning Commission, as well as other relevant city agencies on their projects in Germantown. We also have had grants from the Commonwealth's Department of Community and Economic Development and some foundations.

We are seeking a communications consultant who will communicate on all of GUCDC's platforms, including the email platform, Facebook, Twitter, Instagram, and the organization's webpage. In addition, the consultant will update the webpage and create marketing materials for the organization. The goals will be to effectively communicate GUCDC's information in a timely manner and to increase our reach into the Germantown community through the most effective cost efficient means possible.

Commercial Corridor Revitalization

Vibrant commercial corridors or "Main Streets" contribute to strong neighborhoods. They provide a place to work, shop, and meet your neighbors. GUCDC assists with the implementation of the City of Philadelphia's Targeted Corridor Revitalization Management Program by providing assistance, advice and support services to microenterprises and those looking to form microenterprises in this targeted low- and moderate-income area. These activities include neighborhood revitalization, programs designed to assist

businesses, and community economic development. GUCDC is also exploring opportunities to strengthen and diversify the mix of commercial uses in the business district, the potential to reuse vacant or underutilized properties, business and job attraction strategies, and available sources of funding to support recommended revitalization strategies.

Community Economic Development, Outreach, and Engagement

Beginning in September 2018, GUCDC expanded its mission and increased the organization's work around affordable housing, homeownership, and resident services. The organization's second government contract is with the City of Philadelphia's Division of Housing and Community Development (DHCD). GUCDC implements the Neighborhood Advisory Committee (NAC) program in Germantown, which is an extension DHCD. The NAC program serves Philadelphia's low- and moderate-income neighborhoods, including Germantown. GUCDC helps residents learn about City programs that could benefit them, with a focus on: preventing mortgage and real estate tax foreclosure; financial counseling; anti-predatory lending education; home repair resources; pre-purchase and home-ownership counseling; and renter assistance referral systems.

GUCDC seeks to build upon existing assets of the community. Since our founding, we've established a niche in community-driven planning efforts and historic preservation. We recognize that Germantown's historic built environment and the history it represents is a community and economic asset worth preserving and building upon, with the potential to lift the economic status of the entire community. GUCDC collaborates with and supports residents working to improve Germantown, including block captains, civic associations, and faith-based organizations.

2. Project Goals and Scope of Services

GUCDC recently underwent a leadership transition. During this first year, GUCDC is seeking support with the organization's communications in order for the Executive Director to position GUCDC to best implement our mission and serve the Germantown community.

We seek a communications professional who will take information that needs to be communicated from GUCDC staff and create authentic communications. The communications consultant will find the best possible ways to inform the community of our events, programs, and mission. Consultant must specifically respond to the realities of how neighbors get information. Duties will include:

1. Development and management of Communications Calendar for a full year.
2. Communicate the authentic story and purpose of GUCDC that will be used across all platforms.
3. Increase our name recognition in the Germantown community.
4. Write communications on various platforms on a regular basis, communicating special events, programs, and basic information about GUCDC.
5. As appropriate, find avenues of communications through traditional media, such as radio, television, block captains, and newspapers.
6. Develop print materials, such as fliers and an information trifold or postcard on GUCDC.
7. Work with the Executive Director to develop content requirements and structured templates.
8. Assist the Executive Director in clarifying the target audience(s), purpose and reach of each communication vehicle (website, newsletters, and social media channels)

3. Length of time for services

We anticipate a six-month engagement beginning early November 2020. The Consultant will likely continue to assist with communications after that.

4. Anticipated Selection Schedule

The Request for Proposal timeline is as follows:

Request for RFP: October 5, 2020

Proposals Due to GUCDC: November 12, 2020

Selection of Top Bidders / Notification to Unsuccessful Bidders: November 20, 2020

5. Time and Place of Submission of Proposals

The RFP will be posted on our website, germantownunitedcdc.org, and can be downloaded from there directly as of 10 a.m. on October 5, 2020.

Respondents to this RFP must submit their proposal via email to edoley@germantownunitedcdc.org. Responses must be received no later than COB Thursday, November 12, 2020. Responses should be clearly marked "RFP-Communications Consultant."

6. Elements of Proposal

A submission must, at a minimum, include the following elements:

- Description of the individual or firm that includes qualifications, past work history, and names and credentials of principals.
- A cover letter outlining the individual's or firm's strengths and distinguishing skills or capabilities as they might relate to the proposal. The proposal is specifically asked to address their knowledge and experience working with community-based organizations in the Philadelphia region.
- A representative selection of past projects and clients encompassing work similar to the work proposed in this RFP.
- Sample materials: print materials, such as fliers, information trifold, or postcards; email newsletters; social media content; and other online content.
- The amount of time the consultant expects to spend on the project on a monthly basis with an outline of proposed fees.
- A minimum of two references

7. Evaluation Criteria

- The education, experience, knowledge, skills, and qualifications of the firm or the individual who will be available to provide these services.
- The competitive cost of services.
- The expertise of the firm in working with similar clients (i.e. nonprofit economic development and community-based organizations).
- GUCDC strongly encourages proposals from Germantown but it is not the sole selection criteria.

8. Reference – Summary of Existing Communications Tools/Products

GUCDC's communications tools include, but are not limited to:

- Email newsletters;
- Social media networks: primarily Facebook and Instagram, as well as Twitter;
- Quarterly program newsletters (print);
- Organizational brochures;
- Flyers, posters, and other promotional and marketing materials; and
- Advertisements (placed in programs, newspapers, etc.)

Content Management

Currently, GUCDC's staff manages content creation for their respective programs.

Graphic Design

Currently, GUCDC's staff designs flyers and other marketing materials in-house using Microsoft Word, Canva and other user-friendly graphic design tools for non-designers.

For special projects, GUCDC consults a graphic designer.

Email Newsletter

In 2020, GUCDC rolled out a new email newsletter distribution campaign, adjusted the frequency and scheduling of mailings, and incorporated recommendations from a recent organizational assessment.

Examples:

08/25/2020 - [News Flash: Street Cleaning Survey, Germantown Census Count](#)

08/18/2020 - [Ready for a Cleaner, Greener, and Healthier Germantown?](#)

07/31/2020 - [The Latest from Germantown United CDC](#)

06/04/2020 - [Prioritizing the Voices of Our Predominately-Black Community, Update on Demonstrations](#)

05/19/2020 - [Announcing Next Director + COVID-19 Germantown Resources](#)

03/23/2020 - [COVID-19 Germantown Resources. Be safe, kind & responsible.](#)

Website

germantownunitedcdc.org is a Wordpress website

Social Media

GU CDC maintains an active social media presence. The platforms that GU CDC sees the most engagement and growth are Facebook followed by Instagram.

Subscriber/Follower Stats

As of September 30, 2020

Publication Type/Social Media	By the Numbers	Link
Monthly Newsletter	2,561 subscribers	Distributed via Mailchimp
Business/Commercial Newsletter	345 subscribers	Distributed via Mailchimp
Facebook	2,094 people like this 2,326 people follow this	www.facebook.com/germantowncdc
Instagram	1,474 followers	www.instagram.com/germantowncdc
Twitter	722 Followers	www.twitter.com/germantowncdc
Website	5,366 Users 6,848 Sessions 11,938 Pageviews 00:01:31 Avg. Session Duration	www.germantownunitedcdc.org