



REQUEST FOR PROPOSALS

CONTENT CREATION

Contact:

All inquiries regarding the Request for Proposals should be directed to:

Kassandra Gartner

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Office 780-912-3431

Closing Date: September 12, 2023

Proposals should be emailed to: FortSaskFoodBank.ED@gmail.com by 5:00pm on Tuesday, September 12, 2023.

Healthy Fresh and Non-Perishable Food Pick Up and Delivery • Toiletries and Pet Food • Shopping Days • Christmas Hampers
Strategic Partnerships • Corporate Team Building • Off-Campus Events • Volunteer Opportunities

780-998-4099 | 11226 – 88 Avenue, Fort Saskatchewan | Mailing: PO Box 3404, Fort Saskatchewan, AB T8L 2T3

FortSaskatchewanFoodBank.com | fortsaskfoodbank@gmail.com

INTRODUCTION

The Fort Saskatchewan Food Gatherers Society (FSFGS) is a registered charity established in 1985 operating the Fort Saskatchewan Nourishment Centre, with the primary program being the Fort Saskatchewan Food Bank, providing reliable food distribution, with compassion and dignity, to residents struggling with food security. Its mission is to ensure access to good and healthy food in order to impact positively on people's lives.

The Society has two full-time and one part-time employees and volunteer membership of 100+ individuals. The Society is governed by a Board of Directors consisting of 10 Directors.

The FSFGS is building on success. Through a recent rebranding initiative and growth from emergency-only services to evolving into a Community Food Resource Centre while acquiring a newer facility ten times the size of our old home; facilitating the development of expanded services to meet the needs of our community in a more **meaningful** way ... we are changing what a Food Bank looks like, here in Fort Saskatchewan.

TERM OF ENGAGEMENT

It is expected that the successful applicant will be retained to create content and will be compensated as an independent contractor. Individuals or agencies may participate in responding to this RFP.

PURPOSE

FSFGS is contracting a Content Creator to provide images, graphics and art, templates, and functional files to communicate our messages, both internally and community facing, cohesively and impactfully while increasing brand awareness.

SCOPE OF WORK

Functional Requirements:

The successful applicant will have an established creative edge and capability to produce articles, images, graphics, templates, communication tools, and functional user-friendly files utilizing established brand assets.

- General / operational
 - Brochures, signage, newsletter templates, external marketing campaign(s)
 - Facebook, Instagram templates and campaigns
 - Images utilized for repeat communication campaigns
- Seasonal
 - Holiday campaign marketing pieces – digital and print
 - Facebook, Instagram frame templates and campaigns
- Project based
 - Volunteer recognition campaign

The selected vendor will:

- Create high-quality, relatable content and tools that aligns with FSFGS brand visuals, voice, mission, vision, and values and food security issues.
 - Content and tools must build upon our sense of identity and be uniquely FSFGS.
 - Content and tools must be compelling to a broad audience.

- Content and tools must be relevant, influential, and impactful.
- Manage the content creation process from content > to draft > to revisions > to delivery of final product.
- Create channel-specific content/template/tools for social media platforms and communication avenues usable within Canva.
- Secure content creation release forms, model releases and obtain licenses and permits as necessary.

QUALIFICATIONS:

- Minimum of four (4) years of demonstrated experience creating content, distributed via a variety of channels.
- Have original creative work and demonstrated work product designed for a similar organization: philanthropic institution, Food Bank, food security, social responsibility organization, fundraising.
- Able to successfully interpret, embrace, utilize, and expound upon established branding and organizational purpose, passion, and goals.
- Able to converse simply and plainly and produce user-friendly files and tools for ongoing internal utilization.
- Proven history producing acceptable deliverables in a narrow timeline.

PROPOSAL REQUIREMENTS

- State unique proposition over competitors.
- Provide background information on your company, including a list of clients.
- Illustrate how we will interact for execution and optimization. For example – how are revisions handled?
- Provide a pricing matrix or rate card and all realistic project costs.
- Indicate your typical timetable and ability for accommodating narrow project due dates.
- References required upon request.
- Upon acceptance of each design or concept, the content creator will provide FSFGS with either a print-ready copy, or Canva access to the file, as directed by FSFGS and FSFGS will retain all intellectual property rights.

EVALUATION & CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfills the needs of the FSFGS and this project. This Request for Proposals in no way commits the FSFGS to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. The FSFGS reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between the FSFGS and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.

WHO IS PAYING?

Donors - individuals, corporations, other charities - fund the work of the FSFGS. No donor dollars are used to fund FSFGS marketing efforts. Instead, granting bodies are applied to when the FSFGS has a marketing-based project intended. Funds for this project are provided by the Community Services Recovery Fund.

Funded by the
Government of Canada's
Community Services Recovery Fund

Canada

The Community Services Recovery Fund is a \$400 million investment from the Government of Canada to support community service organizations, including charities, non-profits, and Indigenous governing bodies, as they adapt and modernize their organizations.