



Request for Proposals

Marketing and Communications Plan for ACCT 2024-2027

Summary

This document requests proposals from marketing and communications consultants for the development of a multi-year Marketing and Communications Plan (July 2024 - December 2027) for the Action, Chinese Canadians Together (ACCT) Foundation. Please carefully review the information and requirements in this Request for Proposals (RFP) and address any questions to the contact at the ACCT Foundation noted below.

RFP Delivery Instructions and Deadline

All submissions should be in electronic format and sent to the email address: events@acctfoundation.ca on or before December 22, 2023. The receipt of submissions will be confirmed to the sender via email. The ACCT Foundation may contact submitters for clarifications or further information on the proposals.

Notification of the successful proposal in this RFP process will be made on or before January 8, 2024. All proposals will remain confidential between the submitter and the ACCT Foundation.

Contacts

For enquires on the ACCT Foundation and this RFP, please contact:

<p>Teresa Woo-Paw Chair The ACCT Foundation Email: t.woo-paw@acctfoundation.ca</p>	<p>Kenneth Fung Program Manager The ACCT Foundation Email: k.fung@acctfoundation.ca</p>
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For more information on the ACCT Foundation, please visit: <https://acctfoundation.ca/>

November, 2023



I. Introduction

The ACCT Foundation is a non-partisan non-profit organization that builds the capacity of Chinese Canadian leaders committed to creating a more equitable society in Canada. Since its establishment in 2017, the ACCT Foundation has increasingly been recognized by the government, funders and the wider society as a credible national organization in advancing Chinese Canadian civic engagement and leadership development, and furthering education on racial equality of minorities. The ACCT Foundation has an annual operational budget of around \$250,000.

While having built a solid foundation of work in the past few years, the ACCT Foundation is at a critical stage of development that requires further strengthening of its organizational capacity for carrying out its vision and mission. As such, the ACCT Foundation is engaging in an organizational capacity development initiative comprising the updating of its strategic plan, development of a fund development plan, marketing and communications plan and I.T and support systems plan.

This RFP is for the creation of a Marketing and Communications Plan for ACCT in 2024-2027. The plan will recommend strategies, measures and implementation plan for marketing and communications for ACCT. The Marketing and Communications Plan will form an integral part of the overall organization capacity development planning process.

II. Scope

The ACCT Foundation will work with consultants to build a marketing and communications plan which will include the following objectives:

- Conduct a practical assessment and analysis of the ACCT's current marketing and communications activities
- Identify best practices in marketing and communications which should be incorporated into a multi-year marketing and communications strategy
- Develop an actionable and strategic multi-year marketing and communications plan, which will assist ACCT to effectively promote the organization's mission and programs, build awareness, engage stakeholders, and ultimately drive positive impact.

III. Project Outline and Deliverables

1. Marketing and Communications Plan

The consultant is required to create a customized plan for the ACCT Foundation. Specific requirements, contents and deliverables to be included in the written Marketing and Communications Plan are as follows:

- Review of current marketing and communications strategies, activities, capacity and outcome
- Marketing and communications goals and objectives
 - Work with related stakeholders to determine the relevant goals of ACCT
 - Recommend realistic and achievable yearly marketing and communications targets
- Target audiences identification
 - Identify the various audiences ACCT would want to reach
 - If applicable, create audience personas to better tailor communication strategies
- Key messages and positioning
 - Develop clear and consistent key messages that convey the organization's mission, impact and the importance of supporting its cause
 - Ensure messaging is aligned with the values and interests of the identified target audiences
- Channels and tactics
 - Determine the most effective communication channels to reach the target audiences
 - This may include a mix of traditional media, digital platforms (website, social media, email), events, partnerships, and other relevant channels
- Content creation
 - Develop a content strategy for different communication channels, including considerations on local culture and language of communications
 - Suggest a content calendar that outlines when and what content will be shared, ensuring a consistent and engaging flow of information
- Digital presence and social media strategy
 - Develop a strategy for ACCT's website, social media platforms, and digital marketing efforts, including suggestions on regular content updates, engagement strategies etc.
- Public relations and media outreach
 - Outline plans for engaging with media, including press releases, media relations, and strategies to secure coverage in traditional and online media outlets
- Community engagement and events

- Develop community engagement strategies, such as organizing events, workshops, or collaborations with other organizations to increase visibility and engagement
- Budget and resources requirements
 - Recommend the required yearly marketing and communications budget to successfully implement the plan
 - Recommend other resources required for implementing the marketing and communications plan, e.g. related software, specific human resources.
- Monitoring and evaluation of marketing and communications plan
 - Recommend on how ACCT should monitor and evaluate its marketing and communications activities for efficiency and effectiveness
- Compliance and ethical consideration
 - Suggest major compliance and ethical considerations related to marketing and communications activities, e.g. data privacy

2. Stakeholder Communication and Engagement

After the completion of the written Marketing and Communications Plan, the consultant is required to engage in related follow-up activities, including the following:

- Report back to ACCT Board on the recommendations
- Communicate with ACCT staff members on the recommendations
- Participate in meetings related to the integration of various plans under the overall ACCT organization capacity development planning process
- Training to Board members and staff on enhancing marketing and communications capacity

IV. Proposal Requirements

In creating a response to this request for proposals, the consultant should carefully consider the marketing and communications opportunities and challenges represented by the unique mandate, scope and constituencies of the ACCT Foundation.

Proposals should clearly demonstrate the consultant understands ACCT's requirements and outlines the methods by which the consultant proposes to create this Marketing and Communications Plan.

At a minimum, the proposal should include:

- An **understanding** of the unique nature and scope of the ACCT Foundation
- A description of the **experience** of the consultants and/or consultant's firm with marketing and communications and advising the design and implementation of marketing and communications plans with organizations like the ACCT Foundation
- **References** for the company and individuals who will be involved in the creation of the plan
- If possible, provide **examples of previous written work** similar to the scope of the work under this RFP. Identifying information may be redacted if necessary.
- **Work Plan:** The proposed methodology, detailed timelines, milestones and activities of the consultant in creating the plan, including earliest start date and projected completion date
- An estimate of the time and requirements that the consultant will require of the ACCT Foundation to support the consultant's creation of the plan
- **Service fee:** A detailed quote for the consultancy with breakdowns along with a proposed payment schedule tied to project milestones and/or deliverables.

V. Timeline:

- Development and writing of the Marketing and Communications Plan: January – March 2024
- Stakeholder communication and engagement: April – May 2024

VI. Proposal Evaluation:

Proposals submitted in response to this RFP will be evaluated according to the following criteria:

- Cost/benefit to the ACCT Foundation
- Consultant/firm relevant experience and qualifications
- Scope of work and detailed work plan
- Compliance with proposal requirements
- Value-added or Innovativeness