



EARLY LEARNING COALITION OF ORANGE COUNTY

Request for Qualification #2122-15 to Support Media Campaign Scope of Services Spring & Summer 2022 Campaign Development & Execution

Early Learning Coalition of Orange County (ELCOC) is providing the scope of work below so businesses can provide a proposal for services.

What:

ELCOC has a multi-level campaign initiative to be promoted in 2022-2023 that includes four messages:

1. **Early Childhood Awareness:**

To market services to community and families, get children especially age birth to prior to VPK age (through 3-year-old) enrolled in preschool. Targeted to low-income families at between 150% and 200% poverty level as subsidies are available.

2. **VPK Enrollment:**

To maximize enrollment in VPK (program starts no earlier than when public school starts; summer starts as early as May). No income restrictions. Requirements: Child is 4 years old the year before they start kindergarten and a Florida resident.

3. **Staff Recruitment:**

To market provider hiring of teachers and staff needed in childcare programs in Orange

4. **Donor Awareness & Engagement**

To utilize some of the in-kind donated as part of the purchased media above and promote ways to get involved in support of ELCOC including donations of dollars, recruitment of volunteers and in-kind donations. Efforts to highlight business partners who sponsor this initiative in the in-kind media efforts.

Timeline:

The goal is to run a cohesive, strategic campaign during the following times: April, May and June 2022; February, March, April and May 2023; with some elements like teacher recruitment promoted consistently (the need is great and not time sensitive). Exact timing depends on media selected and spread of budgeted dollars.

Here is a timeline:

March:

- Secure partner to develop creative, review proposals from media partners (ELCOC is requesting by 3/14/22), make recommendations, and ensure good use of dollars for the campaign.
- Create updated timeline and list of deliverables based on partner selected in RFQ process and media being selected to promote campaign.
- Begin work on creative, determine if awareness campaign can be built upon from last year's creative.
- Review proposals from media and creating strategic use of budgeted dollars.
- Finalize agreements with media (ELCOC will handle with support from partner).
- Agree upon campaign KPI's inclusive of clicks to landing pages and numbers of children enrolled, teachers hired, and donors engaged.

April through June:

- Continue development and adjustments needed to creative for campaign messages.
- Work with media who are offering production support as in-kind (ELCOC will handle with input and guidance and input from partner).
- Campaigns begin running in April through June 2022 with teacher recruitment continuing as budget allows in July through October (TBD)
- Launch donor engagement campaign in late April and May (6-week campaign with use of in-kind media to promote our sponsors and supporters of campaign).
- Review media proposals for new FY 2022-2023 (July 1 to June 30) and prep for campaigns to run again in February through May 2023.
- Review and provide analysis monthly of KPI's established in March and adjust tactics and strategies accordingly.

Target Audiences

- **Early Childcare Awareness:** families living in Orange County at or between 150% and 200% of poverty level. ELCOC is working on more detailed age and geographical demographics to use in selecting media focus and message.
- **VPK:** all families in Orange County with a child (children) age four the year before kindergarten and residents of Florida. No income requirements or limitations.
- **Teacher recruitment:** research is being done on messaging, who employment appeals to and will be available by end of March.

- **Donor and Community Engagement:** businesses, corporate and foundation supporters who have given to ELCOC in the past as part of the First Five Years Gala as well as individuals in Orange County.

Media:

- Radio, television, billboard, Lynx transportation
- Social/digital campaigns that target audiences and communicate consistent messaging.
- Other media based on recommendations from partner selected.
- The budget for media/social media buys is separate from this scope of work. Media partners are being asked to include opportunities for in-kind donated ad/digital space to enhance ELCOC's budget as well as in-kind production of print, digital and radio ads.

Deliverables:

These deliverables are the based on previous media buys and may adjust as we review media proposals and determine best options for ELCOC. Some elements of the campaign may be built upon or re-purposed for this broader campaign initiative. Cost savings will come from use of awareness campaign for school readiness and VPK, but new creative will be needed for teacher recruitment and donor engagement.

Creative and Concept:

- Develop creative and concept for all elements of each of the four campaigns targeting Early Childhood Awareness and Resources; VPK Enrollment; and Teacher hiring.

Strategic Media Placement Plan:

- Work with ELCOC to create a strategic plan for traditional and/or digital media placements to promote awareness
- Budget for placements will be shared upon signing of an agreement with ELCOC.

Production: Create the following assets in English and Spanish:

- **Print:** Ads sizes to be determined; need one for each of the three campaigns mentioned above.
- **Radio:** To be confirmed based on recommend buys but could include a thirty second spot for preschool enrollment/awareness; one for VPK enrollment and another for recruitment and hiring and getting involved during the six-week donor engagement campaign. Spots can be copy only and stations can record with on-line talent.
- **Billboard:** Creative for preschool enrollment/awareness, VPK and Teacher Recruitment
- **Bus Images:** Shelter and Interior Card
- **Video:** Create short videos (1-3) to use for digital focused on each campaign. Able to utilize existing video and modify, shorten and change call to actions.
<https://www.youtube.com/watch?v=5UvfwRhwqkA>

- **Website:** review landing pages created by ELCOC and advise if anything should be adjusted to ensure ease of navigation but also best optimization on website.
- **Digital:** Creation of Eblast template, Eblast banner, social media banners for Instagram and Facebook; Social media images (12 monthly and 36 different images and messages for the length of the campaign.)
- **Digital and Traditional Media Buy:** Review proposals being submitted by traditional media and recommend/advise best use of dollars during which time periods. Also consider best digital and social strategies for ELCOC outside of traditional media to ensure target audiences are reached. Identify digital media and create a plan that drives clicks to ELCOC's landing pages for all campaigns and identify traditional media and create a plan that drives clicks to ELCOC's landing pages for all campaigns.
- **Social Campaign:** Create a social strategy and plan for ELCOC's campaigns April through June 2022 inclusive of post recommendations, use of images above (and/or identifying if more are needed), ad buys to reach targeted audiences, analysis, adjustments as needed. Include cost for managing placement and schedule as well.

Submission Instructions:

Qualified applicants should submit credentials, a brief description of your approach to the above, and proposed bid not later than 4:30pm on March 14, 2022. Submissions should be sent via email to both of the following individuals. No calls, please.

Karen Willis,
Chief Executive Officer
Karen@elcoc.org

Jamie Lopez,
Procurement and Grants Manager
Jlopez@elcoc.org