



National Indian Council on Aging, Inc.

REQUEST FOR PROPOSALS – STRATEGIC MARKETING & COMMUNICATIONS CONSULTANT

The National Indian Council on Aging, Inc. (NICOA) is a nonprofit organization, founded in 1976 whose mission is to advocate for improved comprehensive health, social services and economic wellbeing for American Indian and Alaska Native elders.

NICOA is requesting proposals from Strategic Marketing & Communications Consultants to assist with developing a strategic marketing plan, communications development, and to help our organization identify its brand and tell its brand story in a way that resonates with current and potential customers.

Scope of Work

Marketing Plan: Help us create and implement a marketing and communications plan based on our already-developed strategic plan using action steps, a visual timeline, and a website assessment.

Public and Media Relations: Help us influence, engage and build relations with key stakeholders to help frame the positive perception of our organization through our relationships with media.

Brand Identity: Help us not only with our brand story but aid in strengthening our look and personality as our organization continues to evolve and grow.

Content Marketing: Help us find the right tone emotion and connection with the target audience while testing and analyzing to help drive them to our social media channels and/or website and getting them to return.

Social Media: Help us better integrate our mission and unique brand story within our social channels.

Crisis Communications: Help us develop a plan and guide us through our response to everything from national tragedies to staff errors.

Begin project on June 1

- Work with the NICOA staff to develop a plan in a culturally sensitive and effective marketing outreach plan which includes promotion, funding

- Prepare and complete plan in digital format, with listing of appropriate resources and tools in order for NICOA to carry out the plan within its budget and timelines
- Establish ongoing communication with NICOA staff to meet needs of this project
- Meet this portion of project deadline by July 30

Please include the following in your proposal:

- Provide a description of your company, the expertise and skills of participating team members to meet project needs, and list of related work with other nonprofit organizations, especially within Indian Country
- Include a proposed timeline for scope of work for the project
- Commitment to meet entire project deadline of July 30

In your proposal please provide separate quotes, including tax. Email to carchibald@nicoa.org. For questions, call 505-292-2001.

Bidding will remain open until May 14.

Thank you.