

REQUEST FOR QUALIFICATIONS

General Marketing Consultant Philadelphia PA
Gateway Community Action Partnership
110 Cohansey Street, Bridgeton, NJ 08302

I. PROPOSAL PARAMATERS AND GUIDELINES

- A. **Submission Requirements.** All proposals must be presented in accordance with the requirements, format, and guidelines described in this Request for Qualifications (RFQ) document.
- B. **Submission Deadline.** Interested entities must submit an electronic copy of the proposal no later than **4:30 p.m., January 25, 2021.** Submittals should be addressed and delivered to:

Bonnie Eggenburg (beppen@gatewaycap.org)
Daniel Muller (dtmuller@gatewaycap.org)
- C. **Interpretation and Addenda.** All questions, requests for interpretation, and comments shall be prepared in writing and submitted to Bonnie Eggenburg (beppen@gatewaycap.org) and Daniel Muller (dtmuller@gatewaycap.org) via email by January 22, 2021.

II. OVERVIEW

Gateway Community Action Partnership was founded in 1987. At present, Gateway CAP offers more than 50 programs throughout seven counties in southern New Jersey as well as six Early Head Start centers in the Philadelphia area. The Early Head Start program is an integral part of the agency, and has more than tripled its service area and number of children served over the past two decades. Effective July 1, 2020, Gateway CAP began the process of outreach in the Philadelphia Community to serve 200 infants, toddlers, and pregnant women, in addition to recruiting highly qualified teaching and family support staff. This RFQ is presented with the intention of developing a strong presence in Philadelphia with low-income families and community partners. Marketing strategies should be designed to encourage families to enroll in the Early Head Start program, to encourage community partners to refer families to Gateway, and to encourage highly qualified candidates to see employment with Gateway. Marketing strategies should include traditional and non-traditional marketing tools including advertisements and a social media campaign. Gateway management staff will work closely with the marketing team to support a comprehensive approach.

III. DESCRIPTION OF LOCATIONS AND PROGRAM

Gateway CAP provides Early Head Start services in six centers in Philadelphia, in the following zip codes: 19121, 19122, 19124, 19125, 19132, 19133, 19134, 19137,19140, 19141, 19144, 19149. Gateway provides a six-hour, free, comprehensive early education program which includes research-based curriculum and family engagement services in a center-based setting. Nutrition and Health services include daily meals, diapers and wipes, formula, health screenings, and access to dental services. During the COVID-10 pandemic, families have been provided with tablets and wifi hotspots, as well as educational materials including educational toys, crayons, and other materials designed to support learning. Gateway works with parents to promote their role as a child’s first teacher and their role as their child’s advocate. Gateway Early Head Start is a source of hope, spirit, and growth for families working to create a better life for their children.

IV. REQUEST FOR QUALIFICATIONS

This RFQ is issued by Gateway Community Action Partnership (GCAP), a 501 (c) (3) tax exempt nonprofit corporation.

V. ROLE OF THE DESIGNATED CONTRACTOR

The designated Contractor will work closely with GCAP staff to devise a marketing plan to recruit approximately 60 staff for employment and 200 children for our Early Head Start Program in the City of Philadelphia. Estimated budget for the marketing plan is \$75,000.

VI. RFQ SUBMISSION REQUIREMENTS

Respondent's submissions must include the following core components, in order to be considered responsive to this solicitation:

- The main contact information including name, years of experience, specific technical qualifications and three recent contract references.
- Name and qualifications of individuals who will be assigned the responsibility of working directly with Gateway Community Action Partnership, if different from main contact.
- A fee schedule(s) showing billing rates for the various categories of employees employed by the contractor and a schedule of the reimbursable expenses is to be included with the qualification submittal as they relate to the marketing plan.

VII. CONDITIONS FOR SUBMISSION OF PROPOSAL

- A. All proposals in response to this request must meet the following conditions to be considered:
 - Proposals must be received by the date and time specified; late proposals will be disqualified.
 - In order to be considered for selection, applicants must submit a complete proposal. Incomplete proposals may not be considered.
 - Proposals must include a Cover Sheet or Letter clearly stating the name of the applicant, address and telephone number of the applicant representative.
- B. The funding award for these services and project shall be made at the sole discretion of the Gateway Community Action Partnership Board of Directors. Gateway Community Action Partnership is under no obligation to select any presented proposals. GCAP reserves the right to request additional information from all applicants. GCAP reserves the right and anticipates inviting top respondents to engage in an interview process to obtain additional information that will be used during the selection process. GCAP reserves the right to reject any and all proposals submitted, and to negotiate portions thereof.

VIII. APPLICATION RANKING CRITERIA.

- A. All submissions shall be initially reviewed to determine if they are responsive to the submission requirements. Those not meeting the minimum requirements set forth herein will be deemed non-responsive, and will not be subject to further review.
- B. The responsive submissions shall be evaluated and ranked in accordance with the scoring criteria, based upon a 50-point system.

- 25 points – Fee schedule
- 10 points – Quality/Completeness of Proposal Submission
- 15 points – Overall Experience with Non-Profit/Government/Educational Organizations