

## Request for Proposal (RFP)

### Marketing Campaign for Girls Inc.

Girls Inc. is seeking proposals from agencies to develop and execute a comprehensive marketing campaign. This campaign will aim to increase brand awareness, engage new and existing audiences, and drive exponential support for the work of the organization and the girls we serve.

#### Background

Girls Inc. is the preeminent girls' leadership organization equipping girls to reach their full potential. For nearly 160 years, Girls Inc. has been evolving with girls, supporting them to best meet the challenges and opportunities of the day and to envision and advocate for a more equitable and sustainable future.

Our professionally trained staff and volunteers provide mentorship, safe spaces, and programming that address the unique challenges girls face and are proven to help girls succeed. We cultivate physically and emotionally safe environments where girls are encouraged to take risks, learn from experiences, and grow. Girls build the knowledge, skills, and confidence to push for change and we work with them to advocate for policies to overcome the social and systemic barriers that threaten their ability to succeed.

Through a Network of 75 Affiliates across the U.S. and Canada, we serve over 100,000 girls each year, delivering research-based programming that addresses critical issues like self-esteem, academic achievement, and social development.

#### Project Goals

- **Increase Awareness:** Become highly recognized, valued, and sought after as the preeminent girls' leadership organization that is the indisputable voice of and for girls.
- **Engage Audiences:** Connect emotionally and build lasting relationships with stakeholders, including donors, partners, volunteers, and program participants.
- **Drive Action:** Inspire donations, partnerships, and participation in programs.
- **Strengthen Brand Identity:** Develop messaging and visuals that bring to life the story of the Girls Inc. Experience in a compelling and unique way, and ensure that Girls Inc. stands out within the competitive landscape.

#### Scope of Work

The selected agency will be responsible for:

- **Strategy Development:** Conduct research and provide a creative brief outlining the campaign strategy based on findings.
- **Campaign Concept and Design:** Develop a unifying campaign concept, including slogans, visuals, and key messages.
- **Content Creation:** Produce assets, including video(s) (for TV, digital, and streaming platforms), graphics, social media content, print materials, and toolkit(s) to guide the implementation of the campaign across the Girls Inc. Network.
- **Media Planning and Buying:** Recommend and execute a media plan to reach our target audiences effectively.

## Target Audience

### Primary

- Current and prospective donors
- Corporate and Institutional partners

### Secondary

- Girls Inc. participants and alumnae
- Parents and legal guardians
- Educators, volunteers, and community partners

## Proposal Requirements

Interested agencies should include the following in their proposals:

- **Agency Overview:** Introduction to your agency, including relevant experience and team bios.
- **Case Studies:** Examples of similar campaigns, particularly for nonprofits or youth-focused organizations.
- **Proposed Approach:** Outline how you would tackle this project, including a timeline and deliverables.
- **Budget Estimate:** Cost breakdown aligned with the scope of work, including projected out-of-pocket costs for media placements and awareness building strategies.

## Timeline

- RFP Issued: December 11, 2024
- Proposal Deadline: January 15, 2025
- Agency Selection: March 15, 2025
- Project Kickoff: April 1, 2025
- Campaign Launch: Fall 2025

## Budget

Agencies are encouraged to propose cost-effective solutions.

## Evaluation Criteria

Proposals will be evaluated based on:

- Creativity and alignment with Girls Inc.'s mission.
- Demonstrated experience with similar campaigns.
- Team members involved, roles, and biographies
- Strategic approach and proposed timeline.
- Budget feasibility.
- References and client feedback.

## Submission Instructions

Please submit proposals in PDF format no later than **January 15, 2025**.

For questions, additional information, and submissions, contact:

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