



## **Request for Proposal Recruitment Marketing & Video Production**

**Announcement Date:** Sunday, September 8, 2019

### **Background**

The Hyattsville Volunteer Fire Department (HVFD), a 501(c)(3) non-profit organization, is the regional host of a Federal Emergency Management Agency Staffing for Adequate Fire & Emergency Response (SAFER) grant to promote recruitment and retention of volunteer firefighters, EMTs and first responders in Prince George's County, Maryland.

The period of performance (POP) for the grant is November 4, 2017 through November 3, 2021. Over the past 18 months, the key stakeholders have been working to ensure the infrastructure needed for a successful recruitment campaign effort is in place. We are now ready to begin the marketing phase of the program. The marketing phase is expected to start October 1, 2019 through the end of the POP period in November 2021.

The grant is aimed at increasing recruitment numbers for volunteer firefighters and first responders for the 37 independent volunteer fire and rescue departments within Prince George's County, Maryland, the largest combination fire/ems jurisdiction in the United States, bordering the nation's capital.

The purpose of this RFP is to identify, select and engage **one or more** companies/individuals to successfully execute the marketing objectives of the grant program. Bidding parties may submit for specific or all program components outlined in this RFP.

The marketing effort will target prospective volunteers across Prince George's County, in Washington, D.C. (where no volunteer fire/EMS programs exist) as well as a

modest component targeting prospective “live-in” college student Firefighter/EMTs from across the country.

In addition to the recruitment marketing, a separate RFP will follow later in 2019 for Recruitment & Retention training programs for recruitment team members at the 37 departments

The grant is hosted and managed by the HVFD in partnership with the Prince George’s County Fire Commission and Prince George’s County Volunteer Fire & Rescue Association. **The total maximum contract of this RFP is \$415,000.**

## **Program Needs / Components**

### **Recruitment Marketing Campaign**

**\$250,000**

All marketing campaigns will feed into the existing PGVolunteers.org recruitment hub, a centralized resource for prospective volunteers to learn more about volunteering, search and browse nearby departments seeking volunteers and formally request more information.

This component includes, but is not limited to, social media and search marketing, print, billboard, video, radio/TV and other recommended platforms.

Social media and search engines have been the primary driver of recruitment leads to date, with modest actual marketing spend to date.

We expect the RFP response to include an overview of the submitter’s approach and recommended channels based on experience, with the recognition that the actual platforms utilize may change after initial kickoff period with HVFD and key stakeholders, as well as ongoing monitoring of what works and what is not. The successful bidder should be flexible in their approach and adjust to changing marketing conditions.

A marketing plan and budget will be included in this total for an annual “Recruitment Weekend” held every April, hosted by the state. About half of the county’s departments participate. Less than 10% of the total marketing budget should be planned for this event.



- Short 30-60 second video profiles of a variety of county volunteers, 10-15 total
- Videos should be formatted for social media as well as potential use on TV for commercials, PSAs, etc.
- Video production should include all rights, including music.
- Photography for use in campaign and recruitment materials.
- Proposal should assume a 3-5 day overall production shoot to achieve the objectives outlined, although we look forward to overall proposals for specific approaches.
- Provide pricing, SEPARATE from this cost and production, to produce a custom 60 second video for each department including two profiles.

### Offline Materials

- One or two sets of event materials to include design, production and shipping, as well as carrying case/holder for 10x10 tent, table drape, pull up signs, tabletop signs and related supporting materials
- Development and printing of small poster-size promotions
- Design and production of countywide Prospective Member Guide, 6-10 page PDF, outlining all the opportunities, requirements and process for joining the volunteer Fire/EMS service in Prince George's County. This should include mild customization of cover/contact info for each of the participating departments. Cost should include copywriting and editing. HVFD and county stakeholders will assist in content development.
- Materials may be printed AND PDF, or just PDF.
- Original files (Illustrator, etc) must be provided.
- Development of other creative assets and marketing materials needed to support the overall campaign objectives.
- Recommendations can be made for specific or general event participation, how the submitted vendor would approach and support such events and any additional information.

### **Questions Prior to Submission**

Questions may be sent to [grantrfp@hvfd.com](mailto:grantrfp@hvfd.com) prior to September 23, 2019 at 5pm ET. The HVFD will attempt to reply to all grant questions within three business days.

### **RFP / Project Timeline**

- RFP Released September 8, 2019

- Deadline for Questions September 23, 2019, 5pm ET
- Proposal Deadline October 4, 2019, 5pm ET
- Follow Up Questions/Review October 4-9, 2019
- Selected Firm Voted at HVFD Board Meeting October 14, 2019
- Award October 15, 2019
- Project Start October 16, 2019
- Period of Performance End November 3, 2021

The HVFD reserves the right to adjust dates of review, selection and start date based on needs of the organization.

## Submission of Proposal

The successful individual or firm shall have significant experience in representing volunteer fire/EMS departments, non-profits or similar volunteer/service-oriented organizations in the areas of marketing strategy and execution, online advertising, public relations, recruitment and video production.

Each proposal shall include the following:

1. **Submitter profile:** Company/individual names, headquarters location/address, contact information, size, financial stability and organized structure, years in business, number of full-time and part-time employees, etc.
2. **Proposed project team:** Include related resumes/experience of staff expected to be assigned to the project, as well as name and details on all subcontractors or partner providers.
3. **Related experience:** Describe the related experience and expertise in providing services as listed herein, including but not limited to brand development, advertising, marketing development, video production, public relations, recruitment strategies for volunteer fire/EMS or related non-profits/service organizations, sample work examples for similar projects.
4. **References:** Provide at least three (3) references of similar work within the last three years.
5. **Project understanding:** Provide a narrative demonstrating a full understanding of all services and tasks required to successfully administer and complete this project.
6. **Project approach/methodology:** Provide a narrative fully and completely describing the proposal for development of the volunteer marketing plan and

the approach/methodology proposed to achieve the objectives. Outline milestones, steps, approval points, meetings and related key components. This should include a clear outline of the first 60-90 days including needs from HVFD and entities/individuals related to the project.

7. **Fees/costs:** Provide a complete, detailed and itemized description/breakdown of all fees, charges and costs associated with the services provided. This should include all licenses, copyrights and any potential future maintenance fees after the POP end. All costs associated with advertising should clearly break out the actual cost of marketing (direct cost to third party platforms such as Facebook, Google, TV/Radio stations, etc) vs cost to create, manage and provide reporting on same. Outline billing and payment terms.
8. **Other:** Any other information the interested company/individual deem relevant.

### **Where to Send Proposal**

The proposal may be submitted electronically to [grantrfp@hvfd.com](mailto:grantrfp@hvfd.com)

**Or** mailed via United States Postal Service (no FedEx or UPS, please) to:

Hyattsville Volunteer Fire Department  
Attn: PG Volunteers RFP / Grant Administrator  
Post Office Box 5275  
Hyattsville, Maryland 20782

**If you hard mail your proposal**, please notify [grantrfp@hvfd.com](mailto:grantrfp@hvfd.com) prior to the submission deadline, indicating the date mailed and expected delivery date at or prior to the deadline.

Proposals should not be hand delivered. No phone calls or emails to the fire station or any contacts outside of those listed within this proposal request.

### **Evaluation Criteria & Process**

Proposals will be evaluated on overall presentation, demonstrated ability to achieve the objectives of the program, experience with similar programs, references and related factors. The HVFD shall award the contract to the company(s) or individual(s) whose response best matches the needs, pricing and other factors. Price is not the sole determining factor – vendors may be chosen based on experience, their ability to provide unique services and other factors.

The HVFD reserves the right to accept or reject any or all proposals that is deemed in the best interest of the HVFD. The HVFD, at its sole discretion, reserves the option to conduct interviews, reference checks, request additional items or information of any or all respondents as it deems necessary to evaluate.

The HVFD may select more than one company or individual to achieve the objectives outlined in this request for proposal. For example, we may select one company to manage the overall marketing execution and another to handle the design, video production or other project components.

The awarding of any contract/agreement shall be done in compliance with the HVFD's Grant Procurement Policy.

Questions may be directed to Dave Iannone (Vice President) via email to [grantrfp@hvfd.com](mailto:grantrfp@hvfd.com).

## **Required Insurance and Attestations**

Responding businesses or individuals must provide proof of adequate insurance and bonding.

All bidders will be checked against the SAM.gov database to ensure the bidder and any of its subcontractors are permitted to receive funds from the federal government awarded through federal grants. If a bidder is on the do not use list, the bid will not be considered.

All funding is provided by FEMA (federal government). If at any time FEMA deems the use of any funds for the product or service as non-reimbursable under SAFER guidelines or is not allowed under our grant, or any federal, state or local law, HVFD reserves the right to cancel any activity with such notice from FEMA. HVFD and their agents or assignees shall not be responsible for payment of services following notice of Non-Compliance sent to the provider.

All material produced, data collected, reported generated and related work product by the selected vendor(s) and contractors on behalf of the HVFD and the participating departments are public record and become the property of the Hyattsville Volunteer Fire Department, Inc. The contractor may not share program materials, customer data, industry or program participant contact information, etc. unless explicitly authorized by the HVFD to do so.

## **Related Resources/Links**

- [PGVolunteers.org – County Recruitment Site](https://www.pgvolunteers.org)
- [Four-Year Grant Will Significantly Bolster Recruitment Marketing Resources](#)