



NICOA

National Indian Council On Aging, Inc.

Advocating for American Indian and Alaska Native Elders

REQUEST FOR PROPOSALS – MARKETING SERVICE PROVIDER FOR STRATEGIC MARKETING PLANNING, RESEARCH COMMUNICATIONS DEVELOPMENT & COORDINATION OF PRINT/PRODUCT DELIVERABLES

The National Indian Council on Aging, Inc. (NICOA) is a non-profit 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 Marketing Service Provider to assist with **developing a strategic marketing plan, communications development and coordination of print/product deliverables** on behalf of our National Aging Resource Consortium on Racial and Ethnic Minority Seniors Special Projects.

Scope of Work

Strategic Marketing Plan for the National Aging Resource Consortium on Racial and Ethnic Minority Seniors - Special Projects

Develop and create a strategic marketing plan for the promotion and sustainable development of the following 3 special projects (A. Tribal Footprints Elder Resource Directory, B. The Native Elder Storytelling Project and C. Research & Communications Development).

- Begin project on **October 5, 2015**
- Work with the NICOA Executive Director and staff to develop a plan in a culturally sensitive and effective marketing outreach plan for the 3 above listed projects to include promotion, funding support and ongoing sustainable development
- 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 **November 6, 2015**

A. Footprints Elder Resource Directory

A soft launch for this online directory is anticipated for later this year, with a short term goal of having 50 of the 566 nationally recognized Tribes featured, listing their area health and community supports and services for American Indian and Alaska Native Elders.

- Work with the NICOA Executive Director and staff to develop a marketing outreach plan for the Tribal Footprints Directory launch, promotion, funding support and development
- Design a plan to effectively gain the permission and participation of the 566 Tribal Leaders by their signing the release agreements.
- Encourage broader user participation of the Directory within and beyond Indian Country
- Identify necessary steps to successfully promote Tribal Footprints Directory online and offline to Elders, Tribes, the Aging Network and partners
- Create print ready graphic design for Tribal Footprints 8.5x11 trifold color brochures
- Establish ongoing communication with NICOA staff to meet needs of this project
- Meet project deadline of **November 30, 2015**

B. Native Elder Storytelling Project

The Native Elder Storytelling Project will be a compilation video series featuring 12 Elders who share their compelling human stories, while also reflecting on their experience related to Social Security, the Affordable Care Act the Older American's Act. Production completion is tentatively slated for December 1, 2015.

- Create print ready artwork/graphic design and coordination of production of DVDs, DVD jackets, packaging, mailing and distribution. (incorporate existing NICOA and Tribal Footprints logos)
- Identify necessary steps to successfully promote the Native Elder Storytelling Project online and offline to Elders, Tribes, the Aging Network, partners and stakeholders
- Establish ongoing communication with NICOA staff to meet needs of this project
- Meet project deadline of **December 18, 2015**

C. Research and Communications Development

Research and write engaging communications pieces for print and online, tailored to both our Elder and Aging Network audiences. The goal is to engage, inform and educate our members, partners and the Aging Network, as well as to promote our organizations advocacy work on behalf of American Indian/Alaska Native Elders.

Included will be such topics as; the Affordable Care Act, home and community based services, Social Security, Medicare, Medicaid, Options Counseling, culturally competent caregiving and health care, long term services and supports, health disparities, urban American Indian and Alaska Native migration, Tribes and the Federal Government.

- Work with the NICOA Executive Director and staff to develop the focus/direction of communications materials
- Incorporate resources and reference materials already gathered by NICOA and allow time for any revisions of written materials
- Craft 17 fact sheets, 12 blog posts and 12 newsletter articles
- Graphic design development of print ready, double sided color 8.5x11 fact sheets
- Creation of print ready 8.5x11 double sided color newsletter template
- Establish ongoing communication with NICOA staff to meet needs of this project
- Meet project deadline of **December 18, 2015**

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 non-profit organizations, especially within Indian Country
- Include a proposed timeline for scope of work for all projects
- Commitment to meet entire project deadline of **December 18, 2015**

In your proposal please provide separate quotes for each section A, B, C, including tax. Email to cherman@nicoa.org. For questions please call 505-292-2001.

Bidding will remain open until **September 30, 2015**.

Thank you.