

Request for Proposals (RFP)

Marketing and Communication Services

Issued by: Junior League of Atlanta (JLA)

Date Issued: 2/5/25

Proposal Submission Deadline: 3/1/25

Overview

The Junior League of Atlanta (JLA) is a volunteer-driven nonprofit organization committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. To enhance our impact and visibility, JLA seeks a marketing and communication agency to support our initiatives, campaigns, and overall organizational messaging.

Project Scope

The selected agency will provide strategic marketing and communication services to elevate JLA's presence, amplify our initiatives, and support our unique, volunteer-run structure. Services include but are not limited to:

1. Strategic Marketing Planning

- Develop a comprehensive marketing and communication strategy aligned with JLA's mission and goals.
- Propose campaigns to support recruitment, fundraising, and program initiatives.

2. Content Creation

- Execute use of branded materials for events, campaigns, and member engagement.
- Produce digital content, including graphics, videos, and social media posts.

3. Digital Marketing

- Manage and optimize JLA's social media platforms.
- Execute email marketing campaigns to engage stakeholders and members.
- Update website content to reflect current initiatives.

4. Public Relations

- Create press releases and media kits for key events and milestones.
- Pitch stories to local and regional media outlets.

5. Volunteer Collaboration

- Provide tools and resources that empower JLA volunteers to contribute to marketing and communication efforts.
 - Train volunteers on effective messaging, branding, and social media use.
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Key Considerations

JLA operates as a volunteer-led organization, with members who juggle professional, personal, and community responsibilities. Proposals must demonstrate:

- **Flexibility** in working with a volunteer-driven team.
 - **Capacity Building** to enable volunteers to sustain marketing efforts post-engagement.
 - **Mission Alignment** to ensure all communication reflects JLA's values and objectives.
 - **Cost-Effectiveness** to maximize the impact of JLA's resources.
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Deliverables

The selected agency will deliver:

- A one-year marketing and communication plan.
 - Monthly social media calendars.
 - Updated Templates for branded materials (flyers, newsletters, presentations).
 - Media outreach strategies for major events
 - Training materials and sessions for JLA volunteers.
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Proposal Requirements

Proposals should include:

1. **Agency Overview**
 - History and experience.
 - Examples of similar nonprofit or volunteer-based work.
2. **Proposed Approach**
 - Understanding of JLA's needs.
 - Strategies for working with a volunteer-run organization.
3. **Deliverables and Timeline**

- Proposed project phases and completion dates.

4. Annual Budget for Year 1 is \$20,000

- Detailed breakdown of costs.
- Options for phased engagement or a retainer model.

5. References

- Contact information for at least three clients.
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Submission Instructions

Submit proposals via email to macie.thompson@gmail.com by Midnight on March 1st, 2025. The subject line should read: "Proposal for JLA Marketing and Communication Services."

For questions or clarifications, contact Macie Thompson, macie.thompson@gmail.com

Evaluation Criteria

Proposals will be evaluated based on:

- Alignment with JLA's mission and values.
 - Demonstrated understanding of volunteer-driven dynamics.
 - Creativity and innovation in proposed strategies.
 - Cost-effectiveness and resource utilization.
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