



Center For A Non Violent Community
Social Media and Outreach Consultant
Request For Proposals

Project Name	Contact Name	Contact Information	Proposal Dates
Social Media Consultant Bid# DVSA 20-21 RFP	Pamela Orebaugh	pam@nonviolentcommunity.org 209-213-6275	Released: 4/1/2021 Due: 4/8/2021

Center For A Non Violent Community Overview

The Center For A Non Violent Community (CNVC) actively supports the right of all people to live their lives free from interpersonal violence. We foster healthy relationships with self, partners, family, and peers. We value the feminist principles of self-empowerment over self-desertion and of shared decision-making over dominance. We are ardently dedicated to building a community, which is interdependent, collaborative, respectful of diversity, and supportive of peaceful solutions to conflict.

Project Overview

With this project, CNVC aims to increase community awareness and engagement with key issues related to domestic and sexual violence, human trafficking, racial equity, and social justice through outreach and social media campaigns, and overall brand recognition and improvement. Target audiences vary but include potential service users who may seek safety from harm or its impact, youth and community members who wish to engage in programs and services such as consciousness raising and prevention efforts; and donors who may wish to support organizational efforts.

Project Goals

The purpose of this project is to increase engagement and interaction with our agency and increase participation in our events (physical or virtual). We are currently seeking proposals for May-June 2021, which includes a targeted outreach campaign for Mental Health Awareness Month. Additional goals include website review for continuity, validity of links and resources.

Primary objectives:

1. Create and distribute content for targeted outreach campaigns for specific awareness months (May – Mental Health Awareness Month).
 - a. Edit a 3-5 minute video (footage will be provided).
 - b. Create up to 5 different still panels/images to be used for social media and web advertisements.
2. Improve website content/experience for accuracy, ease of use, audience appeal.
 - a. Review website content and make adjustments on WordPress, content will be provided. For example, adding survey results, commentary, etc.
 - b. Create email mailing lists.

Secondary objectives:

1. Gain new followers- Increase current counts as of 3/26/21: Facebook: 1,672; Instagram: 377; YouTube: 25.
2. Increase brand recognition. Review and update content for branding consistency and continuity.



Social Media Ecosystem

Web and social media outlets include:

- Website: www.nonviolentcommunity.org
- YouTube: [CNVC Sonora](https://www.youtube.com/CNVC_Sonora)
- Facebook: https://www.facebook.com/CNVC_Sonora
- Instagram: [CNVC Sonora \(@cnvcsonora\)](https://www.instagram.com/cnvcsonora) • [Instagram photos and videos](#)

Our current social media marketing initiatives are as follows:

- #ChoosetoChallenge: Yearlong campaign to challenge gender inequality. We can all choose to challenge and call out gender bias and inequality. We can all choose to seek out and celebrate women's achievements. Collectively, we can all help create an inclusive world. From challenge comes change, so let's all choose to challenge. Show your support and solidarity by raising your hand high to show you're in and that you commit to choose to challenge and call out inequality. Targeted to all ages and genders.
- Modern Families: A 6-week online group for adults to learn essential tools and resources to talk with youth about sex and promote healthy development while growing up in today's digital world. Promotes how to be a safe, askable adult for youth. Targeted to parents, caregivers, teachers, coaches, etc. of middle- and high-school age youth (April 13 - May 18).
- Keeping Kids Safe (KKS) Story Time: The KKS program addresses early childhood sexual abuse prevention through education on boundaries, identification of private parts, and "Say No, Get Away, Tell Someone," strategies to stay safe. Story Time addresses aspects of resilience such as: social skill building, emotional regulation promoting empathy and acceptance, and the ability to bounce back from adversity. Targeted to preschool age children and their parents. (10 Episodes)
- Shifting Boundaries News: A youth news broadcast that explains sexual harassment and its prevention. Targeted to middle- and high-school aged youth. (4 Episodes)

Scope of Work & Expected Deliverables

We are seeking a social media and outreach consultant to provide conceptual marketing services and content development. We would like for content to be created and approved the month prior to dissemination (ex: May content created in April). For months we do not have a targeted awareness campaign, we can focus on general outreach, content development, website updates/upgrades, building email list services, and other services to promote primary and secondary goals. This project requires social media and marketing skills and experience including:

- search engine optimization
- production (photography, videography)
- editing (photo and video)
- graphic and web design

Contract Period and Amount

The work contained under this proposed contract shall begin on or about April 15, 2021, and conclude by June 30, 2021. **CNVC will provide \$800 per month of service, for a total of \$1,600 during the proposed contract period.** CNVC reserves the right to cancel contracted services at any time.



Key Dates

MILESTONE	DATE
Project Kick Off Meeting; Planning meeting with CNVC team and additional personnel as identified. Memo summarizing discussion & decisions submitted by contractor to CNVC.	Within first week after contact is awarded (by April 15, 2021).
Timeline/work plan: 1) Develop workflow process and scope of work 2) Finalize workflow process and scope of work	1 week after project kickoff (by April 22, 2021) 2 weeks after project kickoff (by April 29, 2021)
Communications	Weekly check-ins and/or meetings -via phone or teleconferencing or in person, as needed.
Product Review	First draft of content due 2 weeks before beginning of targeted month (Ex: June 1 content, due May 18).
Deadline for deliverables	Final content delivered and ready to post within 3 weekdays before beginning of targeted month (Ex: June 1 content, due May 27).

Proposal Requirements

Please submit a 1-2-page proposal including the following your proposal:

- Contractor background
- Why you are the right fit for this project
- Relevant portfolio of work
- Production plan and timeline
- Client revision process
- Refer to Bid# DVSA 20-21 RFP

Proposal Process and Next Steps

Please submit completed proposals to Pamela Orebaugh at pam@nonviolentcommunity.org

For more information, call 209-213-6275.

Deadline for submission is April 8, 2021.