

REQUEST FOR PROPOSALS

Digital Marketing Services

Timeline for Selection:

- December 13, 2021 Request for proposal distributed
- January 14, 2022 Proposal due to Food Bank of South Jersey
- January 18-21, 2022 Proposal presentations
- January 24, 2022 Determination

Point of Contact

Proposal submission, questions regarding terms, conditions and technical specifications and all other inquiries about this RFP should be directed to Ashley Killen via email at akillen@foodbanksj.org. Proposals should be received no later than Friday, January 14, 2022 by 4:30 p.m. EST.

Offerors are expected to present their proposals during the week of January 18, 2022. Please provide Ashley Killen with your availability. All dates and information contained within this RFP are subject to change at the discretion of FBSJ and notice of any changes will be provided to all offerors.

About the Food Bank of South Jersey

The Food Bank of South Jersey (FBSJ), a member of the Feeding America Network of Food Banks, is a non-partisan, not-for-profit organization that engages the community in its hunger-alleviation efforts. The Food Bank's mission is to provide an immediate solution to the urgent problem of hunger by providing food to people in need, teaching them to eat nutritiously, and helping them to find sustainable ways to improve their lives.

FBSJ works towards realizing its mission through localized campaign efforts; securing donations of food, funds and time from corporations, foundations, grocers, volunteers, and other engaged stakeholders to support general operating, program, and service expenses. In 2020, FBSJ distributed a record 22 million pounds of food through its direct service programs and through a network of over 200 nonprofit distribution partners – food pantries, shelters, senior and child feeding initiatives, soup kitchens etc. in Burlington, Camden, Gloucester and Salem counties, New Jersey.

Project Overview

The Food Bank of South Jersey is requesting offers from qualified firms to strategize and implement a digital marketing plan that strengthens its current marketing practices.

The intent of this request for proposal (RFP) is to select a digital marketing partner that addresses all of the needs described within this RFP. The scope of work will include tasks related to a streamlined and effective digital presence, whether it's the website, social media channels or paid digital banner ads. This contract is to supplement FBSJ's Marcom team in the planning and execution of high-quality, effective, creative digital owned and paid campaigns in support of FBSJ's brand, programs and other initiatives.

Scope of Work

Services to be performed under the awarded contract pursuant to this request for proposal include, but are not limited to, a review of the current digital marketing channels, utilization of current platforms, implementation/enablement, and routine in-person or virtual meetings with FBSJ staff, and report from the offeror that includes recommendation of future digital marketing initiatives that meets current and forthcoming operational needs.

In addition to new implementation projects, there exists a need to provide ongoing technical support service toward issues, projects, user adoption and evolving data and integrations needs. This need will require direct support to complete or assist FBSJ in troubleshooting issues and concerns with the implementation.

Current areas of known support include, but are not limited to:

- Build brand awareness and equity for all food bank programs, services and sustainability initiatives
- Increase donations by prospective new donors and take them through a donor journey. Increase conversions of those interested in FBSJ.
- Increase engagement with thought leadership content and connect with influencers who can elevate brand awareness
- Long term data strategy with a focus on data collection and creation of a dashboard of metrics
- Build digital connection to offline fundraising activities (ie. Direct mail)
- Media planning and digital buying
- Targeting and retargeting
- Increase organic traffic and revenue
- Increase search visibility and ranking for target keywords
- Produce high-quality, keyword-optimized content
- Development of content to support digital marketing campaigns
- Enhancement of third-party software integrations; develop actionable next steps or integration to synthesize data from disparate sources to increase visibility of metrics. Essential integrations include, but are not limited to:
 - Google Analytics
 - Google Ads
 - Social Media Platforms – Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest
 - Hootsuite
- Enhance current email marketing efforts
- Assist with audience segmentation strategies
- Make recommendations for and prepare the organization for use of advanced marketing automation platform: i.e. Pardot or Marketing Cloud

Work Requirements

- Offeror must operate within a block of business hours in Eastern Standard Time (8:30am - 4:30pmEST)
- Work should be completed in sandbox environment with opportunity for pre-launch testing of new enablements
- Weekly checklist report of tasks completed submitted via email

- Bi-weekly touch-base meetings with core FBSJ implementation staff members
- Comprehensive documentation of work to be performed and outcomes
- Dedicated user adoption support – the team needs to thoroughly understand how to use new features and process improvement considerations

Problem Statements

- We need our brand to stand out in a competitive market.
- We need better reporting to provide insight on the performance and ROI of digital marketing efforts.
- We need better insight on how to reach individuals in our service area.
- We need to increase visibility of communications from various departments to showcase all the programs and services offered to the public, including new initiatives.
- We need to develop a comprehensive strategy that utilizes cutting-edge platforms.

Selection Criteria

The digital marketing partner selected must have a clear understanding of the FBSJ mission and its commitment to the community; strong proficiency in the nonprofit marketing, latest trends in digital marketing and data management. The vendor selected must act as a partner in solving hunger by minimizing expenses and maximizing revenue through effective media planning and buying.

Upon notification of selection, the successful offeror is required to execute and deliver a contract within two weeks of notification. If the successful respondent is unwilling or unable to execute an agreement, FBSJ maintains the right to request another offeror to enter into a contract with FBSJ. Selection criteria include:

- Cost (monthly fee for services)
- Methodology: Please describe how your firm will approach the project with a detailed description, outline and anticipate date of completion of each deliverable
- Quality assurance: Define schedule for routine progress meetings, allocate a portion of project timeline to testing and adoption, documentation of completed deliverables and knowledge base documentation for continued use of the organization and staff
- Experience with Google Analytics, Google Ads, Social Media platforms, nonprofit technology strategy development best practices
- Demonstration of positive results with current and previous clientele
- Experience level and competence of staff who will execute deliverables
- Strong understanding of current business processes, platforms and integrations used to increase web traffic, grow following and collect data
- Creativity and identification of additional strategic opportunities for growth and ease of completion for ongoing and repetitive tasks

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Contact Information

Please submit proposals and questions to:
Ashley Killen, Sr. Manager of Brand & Digital Marketing
Food Bank of South Jersey
akillen@foodbankSJ.org

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