

## Request for Services Proposal: Marketing & Public Relations

**Contact:**

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**Respond by:** May 24, 2019

**PROPOSAL REQUEST:**

The Missouri Mental Health Foundation is seeking proposals from professional firms with experience in working with non-profit organizations interested in community branding, advertising, promotional and awareness campaigns and public relations.

This is a request for proposal to execute the objectives in achieving our goal of creating a successful imaging and re-branding effort. Proposer should be able to develop a comprehensive community branding and marketing campaign, whereas the goal is to enhance the image and raise awareness of MMHF. A branding campaign will help instill a sense of pride for the MMHF, as well as create design standards for future marketing and communication material.

**BACKGROUND:**

The Missouri Mental Health Foundation is a 501 (C)(3) non-profit organization founded in 2008. The Foundation was established to address the MO Department of Mental Health's statutory requirement of battling stigma and raising awareness and public understanding of mental illness, developmental disabilities and substance use disorders. The Missouri Mental Health Foundation continues to collaborate with the Missouri Department of Mental Health, as well as other organizations, in providing broad-based public education, awareness, and stigma reduction services. Such services may include positive media communications, public service announcements, marketing to the general public, providing mental health resources, coordinating and/or hosting special events such as trainings and conferences, and providing technical assistance on mental health-related activities and projects.

**OBJECTIVES:**

- Expand community awareness and deepen engagement with the Missouri general public, health and behavioral health care sectors and business.
- Increase Social Media readiness, participation and outreach.
- Branding for Missouri Mental Health Foundation as an educational and awareness leader in behavioral health.
- Establish an outreach communication database.
- Expand/enhance our media outreach to raise awareness of mental illness, developmental disabilities and substance use disorders.

**SERVICES TO RENDER:**

- Web Content Development:
  - Redo and update the Missouri Mental Health Foundation's Logo, Website and content matter
  - Include website access for the general public to sign up for MMHF newsletter and other communications
  - Utilization of website for quick access to key resource sites associated with mental illness, developmental disabilities and substance use disorders
  - Utilization of website for outreach through blog post to social media sites
  - Train and support internal staff in the use and updates to the website content on an on-going basis.
  - Increase utilization of the Missouri Mental Health Foundation's website.
  - Monthly website maintenance updates.
- Regularly assist and develop updated social media posts with articles, links and information about the MMHF and key issues surrounding mental illness, developmental disabilities and substance use disorders.
- Design and development of a quarterly e-newsletter and other communication materials.
- Develop eye-catching templates that can be used with Mailchimp or other recommended distribution system/service.
- Develop collaterals for marketing: brochures, wallet cards, etc.
- Create educational/awareness ads, expanding outreach to the general public.

**SUCCESS MEASURES:** *(Reported Monthly)*

- Increased social media engagement with followers
- Increased number of visitors to the website and outreach to MMHF
- Increased number of contacts in outreach communication database
- Increased traditional media attention

**PERIOD OF AGREEMENT:**

The term of the agreement will be for an estimated period of July 1, 2019 – June 30, 2020 with the possibility of an extension for continued support and services. Extension of the agreement will be based on satisfactory performance and funding availability, as determined by MMHF leadership.

**PROJECT SCHEDULE:**

This schedule is based on our current timelines, but is subject to change.

- Submission Deadline: Friday, May 24, 2019
- Selection Date: Friday, June 28, 2019
- Submit proposal to:

*Patty Henry, Executive Director*  
*Missouri Mental Health Foundation*  
*221 Metro Drive, Ste. C*  
*Jefferson City, MO 65109*  
[Patty.henry@missourimhf.org](mailto:Patty.henry@missourimhf.org)

*The right is reserved to reject any and all Proposals or to accept the Proposal which is deemed by the Missouri Mental Health Foundation (MMHF), Board of Directors, to be in its' best interest.*